

For Immediate Release

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LIXIL Americas

LIXIL Unveils Exciting Innovations and Functional Design at KBIS 2018

American Standard, DXV and GROHE Introduce a Minimalist Modular Bath Collection, Plus Customizable Shower Systems, Smart Toilet and Bidet Seats

ORLANDO, KITCHEN & BATH INDUSTRY SHOW (January 9, 2018) — LIXIL Americas, a division of LIXIL Corporation, a global leader in the housing and building industry, is launching innovative new products and advanced technologies here today. The new products are under the region's flagship water technology brands American Standard, DXV, and GROHE, bringing unforgettable style and performance to today's bath and kitchen environments.

Key product highlights, outlined below, include two new revolutionary shower collections that offer advanced performance and appealing style, a versatile luxury bathroom suite distinguished by unique materials and functional modern geometries, and new, technologically advanced toilets and bidet seats that transform the daily ritual of visiting the bathroom into a pampering and rejuvenating experience.

"American Standard, DXV and GROHE are unveiling smart new advancements at KBIS that use the power of water to enhance peoples' lives," said Steven Delarge, president and CEO of LIXIL Americas. "Through these innovations, each of these distinguished brands embraces our common mission and long history of providing products that exhibit the best of quality, design, engineering, function and reliability,"

Employing first-to-market technology, the new Spectra+ Touch and Spectra+ eTouch showerheads from American Standard change spray patterns with a simple fingertip touch on the outside ring of the showerhead, making it easy to customize the shower experience, even with wet hands. Taking advanced touch technology one step further, the Spectra+ eTouch showerhead includes a remote control to mount on any shower wall to provide a stylish and ergonomic solution for users who have trouble reaching the showerhead due to age, height, or mobility restrictions.



American Standard Spectra+ Touch and Spectra+ eTouch

Highlighting minimalist urban design, the new DXV Modulus collection of bath fixtures, faucets, furniture and accessories creates simple, yet functional spaces with a selection of on-trend materials and artful lines. The elegant products in this suite are modular in concept to provide maximum flexibility in installation to bring high design to any project, from master bathrooms to compact powder rooms.



DXV Modulus Collection

GROHE expands its popular SmartControl shower system with the elegant new GrohTherm SmartControl thermostatic trim. While using the same intuitive push-and-turn buttons, it features a contemporary minimalist design. Available in square and round designs, as well as in chrome, brushed nickel or moon white finishes, this shower control system is an optimum solution for any bathroom ambience and installation setting.



GROHE GrohTherm SmartControl

Redefining personal comfort and hygiene, the DXV SpaLet AT200 LS smart toilet features innovative new odor control functions that enhance its current two-nozzle water-spray system, air dryer, hands-free flushing, automated lid opening/closing, and seat heating performance: the Air Shield deodorizer with a replaceable charcoal filter, and Room Refresh, which utilizes pioneering Plasmacluster ion technology to purify the air in the room after use.



DXV SpaLet AT200 LS Smart Toilet

The new American Standard Advanced Clean SpaLet bidet seats offer affordably priced options featuring two self-cleaning nozzles, and adjustable choices for water spray strength, water temperature, massage spray force, and seat heating, plus remote control operation, providing users with a personalized cleansing experience.



American Standard Advanced Clean Bidet Seat

"The smart and stylish new bath and kitchen products we are showcasing at KBIS demonstrate our commitment to deliver functional new technologies that enrich and beautify homes, workplaces and communities, truly changing how life is lived," said Maha El Kharbotly, chief marketing officer of LIXIL Americas. "In their own unique ways, the American Standard, DXV and GROHE brands are showcasing a wide array of advancements that simplify and elevate the user experience."

LIXIL Americas is the exclusive sponsor of the 2018 KBIS Innovative Showroom Awards. A winner will be chosen from each of six categories, with one chosen as the overall Innovative Showroom. The winners will be selected by an advisory board comprised of industry experts and announced at the KBIS show by Brian Pagel, vice president, kitchen and bath group, Emerald Expositions, and Michael Donehey, national director of showrooms, LIXIL Americas.

For more information on the products featured at KBIS, visit [American Standard](#), [DXV](#) and [GROHE](#) to download the brands' KBIS 2018 Press Kit materials.

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ABOUT LIXIL

LIXIL is a global leader in the housing and building industry. Our unique portfolio spans everything from technologies that revolutionize how we interact with water in our daily lives, to a full lineup of products and services for housing and major architectural projects. Delivering core strengths in water, kitchen, housing, and building technologies, our brands including LIXIL, American Standard, GROHE, DXV, INAX, and Permasteelisa are leaders in the industries and regions in which they operate. LIXIL operates in more than 150 countries and employs more than 70,000 people, bringing together function, quality, and design to make people's lives better and more delightful – wherever they are. Learn more at www.lixil.com, facebook.com/lixilgroup and www.linkedin.com/company/lixil-group.

About LIXIL Group

LIXIL Group Corporation (TSE Code: 5938) is the listed holding company containing LIXIL Corporation, LIXIL VIVA CORPORATION and LIXIL Housing Research Institute, Ltd. The Group, which is led by President and CEO Kinya Seto, is involved in a broad spectrum of housing-related businesses, ranging from the manufacture and sales of building materials and housing equipment to the operation of home centers and a network of homebuilding franchises, and comprehensive real estate service. LIXIL Group Corporation posted ¥1.79 trillion in consolidated sales in FYE March 2017.

Note on Trademarks

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