

LG aims to sell 40 million smartphones in 2013

February 25 2013



Image released by LG shows models holding the Optimus G Pro smartphone during a press conference in Seoul on February 18, 2013. LG on Monday set a global sales target of 40 million smartphones for 2013, as the South Korean firm seeks to expand its presence in a market dominated by bigger rivals such as Samsung.

LG Electronics on Monday set a global sales target of 40 million smartphones for 2013, as the South Korean firm seeks to expand its presence in a market dominated by bigger rivals such as Samsung.

The world's fifth-largest handset maker said in a statement that it aims to shift 10 million units each quarter by more than doubling sales of phones designed for next-generation 4G services called Long-Term Evolution (LTE).

Once the world's number three phone maker in the pre-smartphone era, LG has struggled in recent years, with its Optimus smartphone series lagging Apple's [iPhone](#) and Samsung's Galaxy S.

But heavy promotion of new models including the Optimus G saw LG's smartphone sales surge 56 percent in the fourth quarter of 2012 from a year ago to a record 8.6 million units.

Last week, the firm unveiled its latest Optimus G, featuring a full high-definition screen, which packs 2.0 million pixels—twice as many as smartphones with ordinary HD screens.

LG's main domestic rival and the world's top [smartphone](#) maker, Samsung, has sold more than 40 million units of its latest flagship handset, Galaxy S III, since its launch in May.

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