Welcome to the National Retail Sales Club Spring Kick-Off Meeting

March 27  Rochester
March 28  Syracuse
April 2   Erie
April 4   Buffalo
Agenda

- Marketing/Advertising Update
- Trane Spring Consumer Promotion
- Trane Product Overview
- Mitsubishi Electric/Trane Product Overview
- Mitsubishi Electric/Trane GEC Retail Sales Club
- Trane National Retail Sales Club
- SPIFF Check Distribution
Most Recognized HVAC Brand
- Brand Health Study, Fall 2018

Most Preferred HVAC Brand
- Consumer Segmentation, 2017

Most Trusted HVAC Brand
- Lifestory Research, 2019
Effectively Telling Our Story: **Focus, Consistency, & Frequency**
All three premium brands compete strongly; however, Trane has the strongest reputation in the areas that most drive preference.
# We Own This Story

<table>
<thead>
<tr>
<th></th>
<th>TRANE</th>
<th>Carrier</th>
<th>LENNOX</th>
<th>Rheem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offers long-lasting, reliable products</td>
<td>93%</td>
<td>85%</td>
<td>80%</td>
<td>81%</td>
</tr>
<tr>
<td>Is the premium brand (better than all other brands)</td>
<td>87%</td>
<td>79%</td>
<td>75%</td>
<td>66%</td>
</tr>
</tbody>
</table>

* = significant advantages over the competition

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*Brand Health Study, Fall 2018*

*Harnessing the Power of our Brand*
Maximize Digital Lead Gen
Mobile has changed everything
IMPORTANT ANNOUNCEMENT

Sites That Are Not Mobile-Friendly Are Now Penalized In Google Searches

Now that mobile searches account for 52% of website traffic, Google has adopted a mobile-first indexing policy, ranking sites based on their mobile format instead of their desktop format. Businesses that haven’t optimized for mobile will see their rankings steadily sink from sight.
What do you think advertising will look like in 20 years?
THE FUTURE OF ADVERTISING

YOU'RE RUNNING LOW ON ALMOND MILK.

LIGHTBULBS ARE ON SALE, ONLY $3.65

Distracted? Try Ritalin

Next time, try Bacon Cheddar Ranch

You could save $126 on heating.

Anxiety? Try Xanax

Like these sneakers? Try the running shoes

This room could smell like white tea and Lily

Get away from it all with cheap flights to Aruba

© marketoonist.com
Source: Gartner Says 8.4 Billion Connected "Things" Will Be in Use in 2017, Up 31 Percent From 2016
Source: Gartner Says 8.4 Billion Connected "Things" Will Be in Use in 2017, Up 31 Percent From 2016
The increase in connectivity is having a dramatic impact on how consumers behave and how they interact with businesses.
HVAC Buyers

Homeowner Demographics: Age

- 25 - 34 +4 pts

Planned vs Emergency Purchase

- 62% Planned
- 34% Emergency

Research

- 52% Online
- 77% Online
  When brand chosen first

Contractor Selection

- 33% Used contractor before
- 33% Friend/Family Recommendation
- 30% Well known/recognized

Brand Selection

- 67% Familiar with brand
- 42% Contractor Recommendation
Homeowner Behavior - Research

Sources of Information

<table>
<thead>
<tr>
<th>Source</th>
<th>% of Recent HVAC Buyers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>52%</td>
</tr>
<tr>
<td>Contractor</td>
<td>45%</td>
</tr>
<tr>
<td>Family/Friends</td>
<td>40%</td>
</tr>
<tr>
<td>Yellow Pages</td>
<td>7%</td>
</tr>
<tr>
<td>TV Ad</td>
<td>4%</td>
</tr>
<tr>
<td>Magazine ad</td>
<td>2%</td>
</tr>
<tr>
<td>Magazine article</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>None</td>
<td>7%</td>
</tr>
</tbody>
</table>

+9

Websites Visited

<table>
<thead>
<tr>
<th>Website</th>
<th>% of Recent HVAC Buyers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer</td>
<td>58%</td>
</tr>
<tr>
<td>Search engine - Articles/information</td>
<td>46%</td>
</tr>
<tr>
<td>Free Review boards</td>
<td>32%</td>
</tr>
<tr>
<td>Contractor</td>
<td>30%</td>
</tr>
<tr>
<td>Energy/Utility Company</td>
<td>26%</td>
</tr>
<tr>
<td>Paid review service (i.e. Angie's...)</td>
<td>20%</td>
</tr>
<tr>
<td>Gov't agency (i.e. EPA)</td>
<td>9%</td>
</tr>
<tr>
<td>Social Media</td>
<td>9%</td>
</tr>
<tr>
<td>Consumer Reports</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>Don't Know</td>
<td>3%</td>
</tr>
</tbody>
</table>

Did some initial research on contractors and brands

64%
Sources of Information

% of Recent HVAC Buyers

- Internet: 52%
- Contractor: 45%
- Family/Friends: 40%
- Yellow Pages: 7%
- TV Ad: 4%
- Magazine ad: 2%
- Magazine article: 2%
- Other: 3%
- None: 7%

Websites Visited

% of Recent HVAC Buyers

- Selected Contractor First
- Selected Brand First

- Internet: 43% (Selected Contractor First), 77% (Selected Brand First)
- Contractor: 31% (Selected Contractor First), 54% (Selected Brand First)
- Family/Friends: 38% (Selected Contractor First), 46% (Selected Brand First)
- Yellow Pages: 7% (Selected Contractor First), 9% (Selected Brand First)
- TV Ad: 3% (Selected Contractor First), 7% (Selected Brand First)
- Magazine ad: 1% (Selected Contractor First), 4% (Selected Brand First)
- Magazine article: 1% (Selected Contractor First), 3% (Selected Brand First)
- Other: 2% (Selected Contractor First), 3% (Selected Brand First)
- None: 8% (Selected Contractor First), 3% (Selected Brand First)

Research online when they have chosen Brand first.

77%
Trane.com

5M+ unique visitors to trane.com

130K+ leads generated
Key Takeaway

Leverage digital to drive leads and Dealer brand awareness
Digital Tools
Digital Investment Priorities - Checklist

**Website**
- Mobile friendly
- Basic SEO activities
- Includes appointment request form

**Local Business Presence**
- All listing claimed and verified
- Name, address, and phone number consistent

**Review**
- 10+ Google Review (4 star minimum)
- Uses review monitoring tool

**Social Media**
- at least one post per week
- Facebook

**Advertisement**
- GLS Certified

---

**Website**
- Responsive design
- Fully Optimized & ongoing SEO activities
- Includes appointment request form & financing application link
- Includes Trane Product Guide

**Local Business Presence**
- All listing claimed and verified
- Name, address, and phone number consistent

**Review**
- 20+ Google Review (4 star minimum)
- Uses review monitoring tool
- Responds to all legitimate negative reviews

**Social Media**
- 1-2 post per week
- Facebook
- 1-2 additional social platforms (Instagram, Twitter, LinkedIn, Youtube)

**Advertisement**
- GLS Certified
- PPC (Adwords)

---

**Website**
- Responsive design
- Fully optimized & ongoing SEO activities
- Includes an appointment request form & financing application link
- Includes Trane Product Guide
- Includes a online chat option
- Includes a blog (at least 2 post per month)

**Local Business Presence**
- All listing claimed and verified
- Name, address, and phone number consistent

**Review**
- 50+ Google Review (4 star minimum)
- Uses review monitoring tool
- Responds to all legitimate negative reviews and regular response to positive reviews

**Social Media**
- 2-3 post per week
- Facebook
- 2-3 additional social platforms (Instagram, Twitter, LinkedIn, Youtube)

**Advertisement**
- GLS Certified
- PPC (Adwords)
- Full Media Plan
Digital Playbook

Module 1: Why Digital?
- What do we mean by digital? How digital solutions are shaping and transforming businesses today.
- How customer expectations are driving change across the commercial spectrum and why digital solutions and connectivity are important for success in residential HVAC products and service.
  - Chapter 1: What is digital transformation?
  - Chapter 2: How digital transformation is changing consumer behavior
  - Chapter 3: Why digital transformation is important for your company
  - Chapter 4: What digital transformation means for dealers and Trane

Module 2: Your Trane digital portfolio and toolkit
- The challenge of improving customer experience in a digital economy. The Trane portfolio of digital products and dealer tools to enhance customer engagement and service. Identifying the digital tools to address business challenges. How resources that can help—partners, products, tools, and training.
  - Chapter 1: Aligning dealer processes with customer experience
  - Chapter 2: Your Trane digital portfolio
  - Chapter 3: Your digital tools
  - Chapter 4: Mapping digital tools to key business challenges

Module 3: Build a Digital Strategy and Action Plan
  - Step 1: Self-assessment tool
    - Dealer Digital Maturity Model
    - Buzzword Score
    - Dealer Diagnostics
  - Step 2: Building a Digital Plan on-the-Go
    - Prioritize, objectives, success measures and actions
  - Step 3: Partnering with your Territory Manager
Digital Toolkit and Partner Support

- **Local Business Presence**
  - DAC
  - MAX
  - Local Presence Management

- **Websites**
  - TRANE
  - MEDIAGISTIC
  - Buzz Board
  - Product Guide

- **Reviews**
  - DAC
  - PODIUM
  - Local Presence Management

- **Social Media**
  - TRANE
  - MEDIAGISTIC
  - Hootsuite

- **Advertisement / Leads**
  - SearchKings
  - Dispatch
  - Google Ads
  - Google Local Services
  - Dispatch
Buzzboard

- Creates a scorecard based on digital presence
  - Website
  - Search Engine Indexing
  - Local Listings
  - Social Media
  - Reputation Management (Reviews)
- Exclusive to TCS
### Summary Profile Report

**Jan 26, 2018**

**Ingersoll Rand**

**TV Heating & Air**
1234 ABC Drive
Charlotte, NC 28277
Phone: (888) 188-4888
http://www.tvheatingair.com

**BuzzScore**: 86

<table>
<thead>
<tr>
<th>Multi-Screen Compatibility</th>
<th>67</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Friendly</td>
<td>✔</td>
</tr>
<tr>
<td>Responsive Design</td>
<td>✔</td>
</tr>
<tr>
<td>Pagespeed Score</td>
<td>81</td>
</tr>
<tr>
<td></td>
<td>✗</td>
</tr>
</tbody>
</table>

**Advertising**

<table>
<thead>
<tr>
<th>Digital AdWords</th>
<th>Google Ads</th>
<th>Display Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
<td>✔</td>
<td>✗</td>
</tr>
</tbody>
</table>

**Search Engine Indexing**: 100

<table>
<thead>
<tr>
<th>Google Indexed Pages</th>
<th>Yahoo Indexed Pages</th>
<th>Bing Indexed Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>76 - 92</td>
<td>245 - 299</td>
<td>68 - 84</td>
</tr>
</tbody>
</table>

**Social Media Presence - Commitment**: 83

<table>
<thead>
<tr>
<th>Facebook Business Page</th>
<th>Twitter Business Account</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts: 13+ Likes: ETI Checkins: 10</td>
<td>Followers: 53 TWEET'S: 0</td>
</tr>
<tr>
<td>YouTube Channel</td>
<td>LinkedIn Company Page</td>
</tr>
<tr>
<td>Google My Business Posts: 99</td>
<td>Foursquare Business Page Check-ins: 0</td>
</tr>
</tbody>
</table>

**Social Media Presence - Engagement**: 100

<table>
<thead>
<tr>
<th>Facebook Business Page</th>
<th>Twitter Business Account</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Monthly Post Count: 5</td>
<td>Average Monthly Tweet Count: 3</td>
</tr>
</tbody>
</table>

**Local Business Presence**: 47

<table>
<thead>
<tr>
<th>Listed</th>
<th>Claimed</th>
<th>NAP Error Rate</th>
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</thead>
<tbody>
<tr>
<td>80%</td>
<td>20%</td>
<td>60%</td>
</tr>
</tbody>
</table>

**Content Analysis**: 78

<table>
<thead>
<tr>
<th>Videos</th>
<th>Rich Snippets</th>
<th>Site URL</th>
<th>Sitemap.html</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

**Address on Homepage**: ✔

**Map & Directions**: ✗
Local Presence Management
Local Presence Management - DAC

- Local listing and review management
- Centralized portal to read & respond to reviews
- Customizable notifications
- Saves employees time
- Help remove invalid reviews

*Included with TCS*
How Can Dealers Sign-Up?

**TCS**
- Auto enrolled
- Ensure MAX dealer locator profile information is correct

**Non-TCS**
- Reduced rate of $199 (annual fee)

**Questions**
- Email: trane@dacgroup.com
- Phone: 502-582-3565 ext. 4144
Google Reviews
Power of online reviews

88% of consumers trust online reviews as much as personal recommendations
Importance of Reviews

- Improved visibility on Google
- More Leads
- Google Local Services
- 30 reviews required for TCS
- Develop a strategy for getting more reviews
  - Podium
  - Incentivize your own **staff**
  - Etc.

*Do NOT incentivize the homeowner*
Collect hundreds of reviews and take control of your online reputation.

- Respond from one place
- Improve your rankings
- Monitor your progress

Podium users see a 6% increase in revenue from reviews, on average.
BEFORE PODIUM
June 2017

Budget Heating, Cooling & Plumbing
4.5 ★★★★☆ 192 Google reviews
HVAC contractor in Saint Peters, Missouri

Reviews
Write a review  Add a photo
"Greg was very professional and he gave me a call to let me know he would be arriving soon."
"Very professional staff both times, very friendly and thorough. We will definitely use them again."
"The technicians did a fantastic job in installing and showing the features of my new a/c unit."

WITH PODIUM
October 2018

Budget Heating, Cooling & Plumbing
4.8 ★★★★★ 1,229 Google reviews
HVAC contractor in Saint Peters, Missouri

Reviews
Write a review  Add a photo
"I have always received excellent service and their work has held up over time."
"I would highly recommend this company along with this service agent!"
"Very unprofessional, rude customer service and zero regard for customer's time."
Get more reviews on the sites that matter to you.

Watch the video to see why Podium is trusted by thousands

Podium not only helps you know when new reviews go live, it helps you generate more reviews to get found, get chosen, and get insight. With Podium, we believe customers are your best form of marketing and reviews are the best medium. See why 130,000+ users trust Podium to:

- Build a reputation on the review sites that matter most to you
- Improve local SEO to more easily get found
- Gain insights to improve business operations

https://Podium.com/trane
41% of people who own a voice-activated speaker say it feels like talking to a friend or another person.
PERCENT OF ALL SEARCHES AS VOICE BY 2020

50%
About 30% of all searches will be done WITHOUT a screen by 2020.
2019 Updates

Dealer Locator & Reviews
Reviews on Dealer Locator

FIND A LOCAL TRANE COMPANY

24/7 DEALERS ONLY
SERVICE LOCATION ADDRESS

DEALER A
1-844-360-2041
4.4 ★★★★★
on Google Reviews

DEALER B
1-844-324-0...

Questions & answers
See all questions (2)

Know this place? Answer quick questions

Website  Save

Address: [Redacted]
Hours: Open 24 hours
Phone: [Redacted]

Suggest an edit

Ask a question

Send to your phone

Send

How Can We Make You Smile?

More photos
2019 - Google Review Update

- Google made a change
- April 8, 2019 – Reviews will be removed from Trane.com
- Provide DAC group manager access to your Google My Business account
Benefits of Providing Access

- Google Star Rating (ie: 4.3)
- Quantity of Google Reviews (ie: 73 reviews)
- Most recent reviews (upwards of 20 reviews)
- The dealers reply to customer reviews
2019 - Dealer Locator Logic Change

- **PROXIMITY TO DEALER**
- Dealers input service radius in MAX Dealer Locator page
  - Defaults to 25 miles
  - Radius adjustments require distributor approval
  - Maximum radius is 150 miles
2019 Dealer Locator Logic Change

1. Update MAX Profile

**Existing**
- Terms of Service
- Business Name
- Full Address (City, State, Zip)
- Local Phone Number
- Hours of Operation (24/7 – Weekends etc...)
- Service Radius
- Dealer Website

**New Fields**
- Lead Contact Emails
- Lead Type
- Answering Service
- Segment Participation
- Business
- Do you sell Ductless
- CRM/ERP system
- Dealer Links

2. Customer Engagement

**Overall Score**

**Engagement Score**
- % of calls answered
- % of emails responded to within 24-hour period

**Team Player Score**
- Google review rating
- % of emails responded to within 24-hour period
- # of Google reviews in last 90 days
- Lead disposition
- Linked to Trane site
Topics Covered

- Dealer Locator
- Google Reviews
- MAX Profile
- Dispatch

Dates/Times:

- March 12 (10-11:45est)
- March 21 (1-1:45est)
- March 26 (1-1:45est)
- April 3 (1-1:45est)
- April 8 (1-1:45est)
- April 16 (1-1:45est)
Key Takeaway

- Leverage digital to drive leads/brand
- Set goals and measure your investments
  - Evaluate digital strategy
  - Utilize your toolkit
- Update MAX profiles
- Use Dispatch to close leads
- Grant DAC group GMB manager access
2019 Spring Advertising Campaign: National, Ad Club, Dealer
Spring 2019:
Plan
Parameters

Media Objectives:
- Drive and maintain brand awareness among targeted consumer segments
- Ensure placement in consideration set for upgrades / replacements

Target Audience:
- TV Buying Audience: A35-64

Geography:
- National (US)

Flight Considerations:
- TV (10-12 total weeks, pulsing strategy):
  - Projected Start Date: Monday, March 11, 2019
Spring 2019 National Media Flowchart

**Flighting**

- 10 to 12-week span in late Q1 and early Q2
- Media will be pulsed across the channels
Starting April 1st

- Utilizing the Relentless Testing spot for the first time!
TV
- Programmatic Buying using Audience App

**Definition:**
Programmatic TV advertising is the data-driven automation of audience-based advertising transactions. It inverts the industry standard, in which marketers rely on show ratings to determine desirable audiences for their ads. Instead, with programmatic tech, marketers use audience data to pipe advertising to optimal places.

**In other words:**
It means more specificity. Rather than relying on ratings for specific shows or channels, marketers can use programmatic tech to reach a more specific subset of consumers, like men with a $50,000 income who own an Android device. They don’t care if that ad shows up on X Factor or the X Games, as long as the target audience is watching.
AudienceApp

Your Audience at Your Fingertips

Our exclusive data-driven programmatic TV planning tool creates the most effective campaigns

Intelligence
Armed with Spectrum’s proprietary household viewing data, you can take a smarter, more data-driven approach to your media planning

Affordability
Get more out of your advertising dollars with an effective TV schedule that reaches your best customers within your chosen geographic location
Digital

- Content targeted banner ad, keyword, and look alike targeted digital campaign
  - Geotargeted
  - To hit homeowners, geofencing Lowe’s & Home Depot stores
Monthly Updates

- Look for monthly updates on the Ad Club in the Gerster Gazette
Local Activation

Supplement National TV campaign with tagged brand assets at the local level.

Available assets include:

- Television
- Outdoor
- Radio
- Direct Mail
- Print
- Digital

“Tested to Run” Television

“Relentless Testing” Television

Direct Mail

Print
Agenda

▪ Marketing/Advertising Update
▪ **Trane Spring Consumer Promotion**
▪ Trane Product Overview
▪ Mitsubishi Electric/Trane Product Overview
▪ Mitsubishi Electric/Trane GEC Retail Sales Club
▪ Trane National Retail Sales Club
▪ SPIIFF Check Distribution
UNSTOPPABLE PRODUCTS. UNBEATABLE DEALS.
UNSTOPPABLE PRODUCTS.
UNBELIEVABLE DEALS.

PROMOTION

0% APR FOR 48 MONTHS AND REBATES UP TO $500**

*Call 1-888-534-6894 for details about credit requirements, costs, and terms. For new accounts, the APR for purchase is 28.99%. Subject to credit approval. Offer expires 5/15/2019.
**See your Independent Trane Dealer for complete program eligibility, dates, details and restrictions.
Spring Consumer Promotion

- Effective Period
  - Purchase Period: March 15, 2019 – May 15, 2019
  - Instal/Funding from Wells Fargo: March 15, 2019 – May 15, 2019
  - Claim Submission: March 15, 2019 – May 31, 2019
  - Last day to amend, correct, add to, or edit homeowner claims or dealer claims: June 15, 2019

All claims must be submitted within 30 days of installation or by May 31, 2019, whichever comes first!
Qualifying Equipment & Sales

Only Qualifying Equipment as defined in this Sales Plan is eligible for any of the above-stated program options. All offers are based on product availability. No substitutions or exceptions will be granted.

- Qualifying Equipment under this Plan:
  - System (eligible Outdoor unit + matching Furnace or Air Handler + Nexia® control as listed in Exhibit A);
  - Component (Package Unit + Nexia control as listed in Exhibit A)

*Please refer to Exhibit A in this plan for specific Qualifying Equipment by model number.*
- Nexia® connected controls exist under this Plan are:
  - TCONT624AS42DA
  - TCONT824AS52DA or TCONT824AS52DB
  - TCONT850AC52UA
  - TZONE950AC52ZA
  - TZONE1050AC52ZA

*Remember our Premium Accessories Baker’s Dozen Sales Plan, which includes Nexia controls!"
### Trane Qualifying Equipment: Eligible System Combinations for 2019 Spring Promotion

<table>
<thead>
<tr>
<th>Rebate</th>
<th>Outdoor Unit</th>
<th>Furnace</th>
<th>Air Handler(s)</th>
<th>Required Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500</td>
<td>XV20 System</td>
<td>S Series*</td>
<td>TAM9; TEM8</td>
<td>OR Trane Nexia® Control**</td>
</tr>
<tr>
<td></td>
<td>4TV8; 4TVW8</td>
<td>X395(m)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$400</td>
<td>XV19 System</td>
<td>S Series*</td>
<td>TAM9; TEM8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4TW9</td>
<td>X395(m)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$350</td>
<td>XV18 System</td>
<td>S Series*</td>
<td>TAM9; TEM8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4TV8; 4TVW8</td>
<td>X395(m)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$250</td>
<td>XL18 System</td>
<td>S Series*</td>
<td>TAM9; TEM8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4TTX6; 4TWK8</td>
<td>X395(m)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$150</td>
<td>XL10i System</td>
<td>S Series*</td>
<td>TAM9; TEM8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4TTK6; 4TTW6</td>
<td>X395(m)</td>
<td></td>
<td></td>
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<tr>
<td>$200</td>
<td>XTR17 System</td>
<td>S Series*</td>
<td>TAM9; TEM8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4TR7; 4TRW7</td>
<td>X395(m)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$100</td>
<td>XTR16 System</td>
<td>S Series*</td>
<td>TAM9; TEM8</td>
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<tr>
<td></td>
<td>4TR6; 4TL6; 4TRW6; 4TWL6</td>
<td>X395(m)</td>
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### Trane Qualifying Equipment: Eligible Components for 2019 Spring Promotion

<table>
<thead>
<tr>
<th>Package Unit</th>
<th>Required Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200</td>
<td>Trane Nexia® Control**</td>
</tr>
<tr>
<td>XL16c Package Units</td>
<td></td>
</tr>
<tr>
<td>4YCZ6; 4WCZ6; 4DCZ6</td>
<td></td>
</tr>
<tr>
<td>$100</td>
<td>Trane Nexia® Control**</td>
</tr>
<tr>
<td>XL15c Package Units</td>
<td></td>
</tr>
<tr>
<td>4WCC6; 4CC6; 4TC6</td>
<td></td>
</tr>
</tbody>
</table>

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**Must combine Package Unit and Nexia® control to be eligible for promotion.**

### Notes

- Products are eligible based on availability and must be sold/installed/claimed during the promotion period. No substitutions or exceptions are allowed.
- Eligibility is based upon a Trane comfort system configuration and use of Trane products. The financing program for each eligible Trane system is listed above.
- * 4TV8 and 4TV9 require BAY24VRPAC520D Relay Panel + S9V2
- **Nexia® controls are:** TCONTB24A520DA, TCONTB24A520DA/B, TCONTB505AC522A, TZONE1505AC522A, TZON11505AC522A
- ***X95 Furnace eligibility is only applicable to states requiring 97% AFUE.***
- Substitutions using American Standard components are not allowed and will not be reimbursed.
<table>
<thead>
<tr>
<th>Model Family</th>
<th>Rebate</th>
<th>Dealer Contribution</th>
<th>IWD Contribution</th>
<th>Trane Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>XV20i System</td>
<td>$500</td>
<td>$0</td>
<td>$250</td>
<td>$250</td>
</tr>
<tr>
<td>XV19 System</td>
<td>$400</td>
<td>$0</td>
<td>$200</td>
<td>$200</td>
</tr>
<tr>
<td>XV18 System</td>
<td>$350</td>
<td>$0</td>
<td>$175</td>
<td>$175</td>
</tr>
<tr>
<td>XL18i System</td>
<td>$250</td>
<td>$0</td>
<td>$125</td>
<td>$125</td>
</tr>
<tr>
<td>XL16i System</td>
<td>$150</td>
<td>$0</td>
<td>$75</td>
<td>$75</td>
</tr>
<tr>
<td>XR17 System</td>
<td>$200</td>
<td>$0</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>XR16 System</td>
<td>$100</td>
<td>$0</td>
<td>$50</td>
<td>$50</td>
</tr>
<tr>
<td>XL16c Packaged System</td>
<td>$200</td>
<td>$0</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>XL15c Packaged System</td>
<td>$100</td>
<td>$0</td>
<td>$50</td>
<td>$50</td>
</tr>
</tbody>
</table>
CLAIM PROCESSING for consumer rebates:

- Consumer rebate as shown in Exhibit C is given in full to homeowner when they complete a qualifying claim.
- Participating Distributors are responsible for funding 50% of the total consumer rebate as shown in Exhibit C.
- Distributors will receive a debit memo for their portion (50%) Trane pays the remaining portion (50%).
- Example: XV20i system is purchased by homeowner. Rebate is $500.
  - Homeowner submits claim for $500 Prepaid Visa.
  - Distributor receives debit memo for 50%, or $250 from Trane.
Thank you for choosing Trane.

Please visit TranePromotions.com to claim your rebate within 30 days following the install or by May 31, 2019, whichever comes first. No credit will be given for claims received after the submission deadline—May 31, 2019. Questions? Please call 855-415-1476. Here are the items you will need to enter your claim:

- Invoice showing complete payment
- Purchased models with serial numbers
- Date of installation
- Complete mailing and installation address
- Valid email address (which will be used to communicate claim and status updates)
- HVAC CONTRACTOR information:
  (Company Name, Address, Phone)

<table>
<thead>
<tr>
<th>Unit Description (i.e., Furnace/Heat Pump)</th>
<th>Model Number</th>
<th>Serial Number (can be found on equipment)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Consumer Leave Behind
Submitting consumer rebate claims:

- Homeowner must receive the consumer rebate offer directly from a participating Trane dealer.
- **Homeowner must visit** [www.tranepromotions.com](http://www.tranepromotions.com) **to submit rebate request.**
- Homeowner must provide email address during claim submission.
- Rebates paid in the form of a Visa prepaid card, will be delivered to the homeowner’s email address provided during the claim process.
- All sale and installation dates must satisfy the promotion requirements, or claim may be denied.
- Homeowner must complete the consumer rebate submission online within 30 days of the install or by the claim submission date, whichever occurs first. Failure to do so will result in a denied claim.
- **Rebate request must be accompanied by a homeowner invoice.**
- This offer will be a Visa prepaid card sent directly to the homeowner who made the purchase. Cards are valid for six months from the issue date. If lost or stolen, the card can be replaced.
- **Homeowners who provided a valid email address will receive an email with the choice to select a digital prepaid card or a physical card mailed to their home address.**
- Please allow 2-4 weeks for Visa prepaid card processing after claim has been submitted.
- Claims paid on returned products are subject to reversal.
- Claims with illegible invoices may be declined.
Submitting consumer rebate claims:

- Incomplete, early, or late submissions will be declined.
- Trane is not responsible for lost or missing paperwork.
- Trane reserves the right to request additional information to validate a claim and inspect any installation that is part of this program.
- **Claims submitted after 30 days of the date of installation or after May 31, 2019, whichever occurs first, will not be processed.**

**For additional assistance with a rebate claim,** homeowners may call 855-415-1476 or email TranePromotions@360incentives.com  Live support is available Monday through Friday from 9:00 – 9:00 EST and Saturday and Sunday from 9:00 – 5:00 EST.
Products are eligible based on availability and must be sold, installed, and claimed during the promotion period. Eligibility is based upon use of Trane products. At least one Nexia™ Comfort Control must be included with each system/product purchase. The finance program for each eligible Trane product/system is listed below.

<table>
<thead>
<tr>
<th>TCS Prime and Premier Dealers</th>
<th>0% APR/60 Months Plan Code 3529</th>
<th>0% APR/48 Months Plan Code 3527</th>
<th>0% APR/36 Months Plan Code 3525</th>
<th>0% APR/24 Months Plan Code 3523</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Promotion Rates</td>
<td>Total Discount Rate Due To Wells Fargo</td>
<td>Discount Rate Points Reimbursed by WD</td>
<td>Discount Rate Points Reimbursed by Trane</td>
<td>Total Discount Rate Due To Wells Fargo</td>
</tr>
<tr>
<td></td>
<td>16.15%</td>
<td>9.06%</td>
<td>3.55%</td>
<td>3.55%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TCS Prime and Premier Dealers</th>
<th>0% APR/72 Months Plan Code 2637</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Promotion Rates</td>
<td>Total Discount Rate Due To Wells Fargo</td>
</tr>
<tr>
<td></td>
<td>18.51%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Trane Dealers</th>
<th>0% APR/72 Months Plan Code 2637</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Promotion Rates</td>
<td>Total Discount Rate Due To Wells Fargo</td>
</tr>
<tr>
<td></td>
<td>19.51%</td>
</tr>
</tbody>
</table>
CLAIM PROCESSING for financing reimbursement:

- Dealer will complete the financing process through the Trane Wells Fargo financing program.
- Dealers should provide Wells Fargo with the **appropriate Plan Number shown above**. Enter the plan code for this promotion inside the ‘Terms of Purchase’ box on the Wells Fargo invoice under special rate equal pay or payments.
- Complete the boxes on the Wells Fargo invoice using the standard procedure including Authorization #, Merchant Ticket/Invoice #, Description, Total Amount Financed.
- Wells Fargo will fund the Dealer as usual minus the applicable rebate rate.
- The dealer will be responsible for any finance charges incurred that exceed the maximum finance reimbursement of $1,000. The reimbursement of $1,000 is based solely on the amount financed and the rate associated with the financing term for the sale. It is not based on the number of systems purchased. The dealer must cover the difference between the actual finance charges and the maximum reimbursement, plus their original financing percentage.
- Financing claims may vary by a few pennies based on rounding and carrying of decimals in the Dealer/Trane reimbursement split.
- Note: Dealers will be able to complete the application process via Wells Fargo up to 3 business days from the sales date and complete the funding process via Wells Fargo up to 3 business days after the installation date in order to give time to close out the financing process.
- For assistance with a financing claim, Dealers may reach support at **1-888-456-8278** or email **TraneRewards@360incentives.com**.
Submitting finance claims:

- Dealers are required to accept program Terms and Conditions as part of a one-time registration step, required before a claim can be submitted. To accept these terms, the Dealer should visit ComfortSite -> Marketing Center -> Trane Dealer Rewards.

- The Dealer will enter a financing claim by visiting ComfortSite -> Marketing Center -> Trane Dealer Rewards. They will subsequently be reimbursed the Trane/Distributor portion for all approved claims that meet the guidelines found in this document.

- Dealer must submit a copy of the homeowner’s invoice as well as a Wells Fargo funding receipt on all requests for financing reimbursement. An example of a Wells Fargo funding receipt is shown in Exhibit D of this document. Also, a link is available on the financing portal with instructions on how to find the Wells Fargo funding receipt. Note that any document other than the Wells Fargo Funding Receipt, such as authorization forms or charge slips, cannot be substituted.

- Dealer must have the Wells Fargo consumer account number in order to enter a claim.

- Dealer should use the serial number found on the equipment.

- Note that if any model or plan code is accidentally omitted from the sale, the entry must be deleted and submitted again. Careful review before submitting is encouraged.

- Claims submitted after 30 days of the date of installation or after May 31, 2019 will not be processed.

Note: Dealers and homeowners entering claims should carefully review to verify all model and serial number entries and the Wells Fargo plan code to make sure they are complete and correct before submitting. Adjustments will not be made for claims submitted under the wrong promotion name or against the wrong plan code.
Wells Fargo Funding Receipt

Step-by-step instructions on how to print the Wells Fargo Funding Receipt are in your packet and on the GEC website*.

* Go to [www.gersterequipment.com](http://www.gersterequipment.com), log in, click on Dashboard, and then go to Dealer Sales Meeting Information page.
The invoice plays an important role in the promotion. The Invoice Requirements flyer is in your packet and on the GEC website *

* Go to [www.gersterequipment.com](http://www.gersterequipment.com), log in, click on Dashboard, and then go to Dealer Sales Meeting Information page.
User Guide/FAQs

FINANCING - Frequently Asked Questions

Claim Submission
Q: How do I submit claims on the Dealer Rewards Portal?
A: Click on the "Claim" button and follow the instructions in the workflow.
When entering multiple products for the same homeowner, be sure to use the "Add Another Item" link.
When complete, simply click the green "Submit" button.

Task:
- Before submitting your entries, be sure to review claims for accuracy.
- After claims are submitted, you will be able to edit details or add elements. You can however change dealer numbers or change/delete the transaction and re-submit.

Q: I previously submitted claims via POS (bulk submission method), can I still do that?
A: With the launch of the Spring 2019 promotions, the bulk submission method of claim entry is no longer a valid submission method. POS (bulk submission method) may still be used to submit instant rebate and/or RFP rebates, when applicable.

Q: How is my financing claim reward amount calculated?
A: By selecting the applicable "Sale Plan Code" and entering the "Total Financial Amount" pertaining to the financing rate transacted with the homeowner, the system will calculate the applicable reimbursement amount.

Required Documentation
Q: Which documents are required?
A: As part of the final step in the claim entry process, you will be asked to provide a copy of the Homeowner's invoice (the document showing the sale to your customer) and a copy of the Wells Fargo Print Receipt (the proof of the financial transaction for that sale).

Q: Why are Homeowner Invoices & Wells Fargo Receipts required?
A: Trane's Compliance guidelines require proof of sale documentation to verify that all qualifying models were sold within promotional date period. Your claim cannot be processed unless both the invoice and the Wells Fargo receipt is provided.

Q: What types of Homeowner invoices are accepted?
A: Allowable proof of sale documents are considered final invoices with required details.
Note that Workorders, sales orders, quotes or sales reports are not considered acceptable.

Q: What needs to be visible on the Homeowner Invoices?
A: Document needs to clearly show all FULL model numbers with serial that were included in the purchase, including any thermostats. Installation Date must also be on the invoice to qualify.
Training Webinar Recording/Presentation

Available on the GEC website* and in MAX.

* Go to www.gersterequipment.com, log in, click on Dashboard, and then go to Dealer Sales Meeting Information page.
One is in each packet, and it’s also on the GEC website* and MAX.

* Go to [www.gersterequipment.com](http://www.gersterequipment.com), log in, click on Dashboard, and then go to Dealer Sales Meeting Information page.
One is in each packet, and it’s also on the GEC website* and MAX.

* Go to [www.gersterequipment.com](http://www.gersterequipment.com), log in, click on Dashboard, and then go to Dealer Sales Meeting Information page.
For customers that do not have an email address, do not have internet access, or who do not feel comfortable entering their information online.

Located on the GEC website and in MAX
Trane Dealer Rewards

Instructional videos will be posted in Help & Training tab.

Look at Messaging Area for important information.
Who Remembers the Summer of 2018?

**Erie, PA**
- 3rd Hottest Summer on Record
- Temperatures topped 90 degrees 5 times in August

**Buffalo**
- Warmest 5-month stretch on record
- From May – September
  - 6 days in the 90s
  - 64 days in the 80s
- Four record highs were broken
▪ Use the promotion to sell AC off of last year’s heat and humidity
▪ Offer it on *every* sale
▪ Promote that you have rebates AND financing
▪ Advertise it!
  ▪ TV, radio, digital, etc
  ▪ Social Media
  ▪ Your website
▪ Make sure all of your employees know about the promotion and can speak to potential customers about it
▪ Be proactive....use it to MAKE the phone ring!
Right now, you will need to enter SPIFF claims separately in the TPCC!

We will move the program over to Trane Dealer Rewards as soon as possible!
Agenda

- Marketing/Advertising Update
- Trane Spring Consumer Promotion
- **Trane Product Overview**
- Mitsubishi Electric/Trane Product Overview
- Mitsubishi Electric/Trane GEC Retail Sales Club
- Trane National Retail Sales Club
- SPIIFF Check Distribution
NEVER STOPPING.
NEVER SETTLING.
2019 Air Conditioner and Heat Pump Overview
2019 Outdoor 1-Phase Models

A complete line of Split Systems to serve all Market Segments
New “WeatherGuard™ III” Top for XL16, XL18, XV20i A/C & HPs

- Integrated rain gutters
  - Reduces icing of louvers
- New dark black color matches Duratuff™ base pan
- New plastic material and UV inhibitor eliminates chalking
- Reduced height of 1.5 to 2.5 inches

Production starts in Q1 2019
New WeatherGuard™ Top Aftermarket Accessory - Available Q2 of 2019

- For use on Trane outdoor units with the DuraTuff basepans
- Improved curb appeal
- Improved low temperature operation freezing conditions (rain/snow)
- Keeps out leaves and pine needles
- Installs in less than 5 mins

Fits all Trane units with Duratuff base size (WxD) of 37” x 33” or 33” X 30”
Simple 5 minute Install

Weatherguard III – Aftermarket Kit
(Q2 2019)

Kit Includes: Weatherguard top, adapter ring, 3x Small Supports, 1x Large Support, 4x 1/4in Hex Screws.

Great Upgrade Opportunity for Spring and Fall Checkups!
New Low Profile Side Discharge AC

Key Features
- Produced in our Tyler, TX plant
- 1.5 thru 5 ton AC models
- Single stage Climatuff™ scroll compressor
- Copper tube and aluminum fin coil
- AC with Coil only meets SW region minimum 14 SEER and 12.2/11.7 EER
- 70-73 dBA sound levels
- 10 Yr Registered Limited Warranty

Application Examples
- Zero Lot Line
- Multi-family/Condos
- Roof Tops
- Under decks
- Row-homes
- Anywhere space constraints make vertical discharge units impractical

- Our draw-through design is superior to competitive blow-through designs:
  - No recirculation
  - No staining of your home
  - Dirt and debris are not drawn into the unit (think: lawnmower)
  - Coil is more easily cleaned

3 Phase AC/HP models (3-4-5 ton) Planned for July 2019
## New XV19 & XR16 Low Profile Side Discharge Ducted Heat Pumps

<table>
<thead>
<tr>
<th></th>
<th>XV19 TruComfort -4TWL9</th>
<th>XR16 - 4TWL6</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Speeds/Stages</strong></td>
<td>500</td>
<td>1</td>
</tr>
<tr>
<td><strong>Energy Efficiency</strong></td>
<td>Up to 19.5 SEER / 11.5 HSPF</td>
<td>Up to 17 SEER / 10 HSPF</td>
</tr>
<tr>
<td><strong>Rated Sound Levels (Max Speed)</strong></td>
<td>48 to 57 dBA</td>
<td>69 to 74 dBA</td>
</tr>
<tr>
<td><strong>Max Cabinet Depth</strong></td>
<td>18 inches</td>
<td>18 Inches</td>
</tr>
<tr>
<td><strong>Available Capacities</strong></td>
<td>2.0-3.0-4.0-5.0 ton sizes</td>
<td>1.5 thru 5 ton sizes</td>
</tr>
<tr>
<td><strong>Compressor</strong></td>
<td>Climatuff Variable Speed</td>
<td>Climatuff Single Speed</td>
</tr>
<tr>
<td><strong>Coil Heat Transfer Technology</strong></td>
<td>Duratuff plate fin (Cu/Al)</td>
<td>Duratuff plate fin (Cu/Al)</td>
</tr>
<tr>
<td><strong>Warranty</strong></td>
<td>10/10/10</td>
<td>10/10/10</td>
</tr>
<tr>
<td><strong>Assembly Location</strong></td>
<td>Tyler, TX</td>
<td>Tyler, TX</td>
</tr>
</tbody>
</table>

Zero Lot Line Applications
XV19 TruComfort Side Discharge Variable Speed Approved by City of Seattle Sound Manager!

Seattle Mechanical Code Requirement: 45 dBA nighttime, 55dBA daytime

- Startup Site Inspection by City of Seattle Sound Code Inspectors
- 4TWL9036 operating at Max Heating Speed - Sound measured 46.8 dB five feet from the unit!!!

Below is the team pic with the inspectors who approved our unit, from left to right – James Dasher (Noise specialist), myself, Drew, Dan Goodman (Manager for city of Seattle sound/mechanical system inspections) and Mark Alkire from Gensco

Ambient background noise was 43 db, XV19 added only 3.8 db!
**TruComfort AC & Dual Fuel System with S9V2 Gas Furnace**

- **XV18, XV19, XV20i**
- **S9V2 Furnace**
- **Relay Panel**
- **XL850 or XL1050**

All XV AC & Heat Pump Models

Will require IFC software change to current S9V2 furnace. “BA” in 13/14th digit of model number

Requires “C” version of the BAY24VPAC52DC Relay Panel

XL850 requires 3.0 software
2019 Dealer Ownership, Variable Speed Sales Plan
January 1, 2019 – December 31, 2019

<table>
<thead>
<tr>
<th>Model</th>
<th>Dealer Buy Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4TTV0024A1000B</td>
<td>$1,745</td>
</tr>
<tr>
<td>4TTV0036A1000B</td>
<td>$1,866</td>
</tr>
<tr>
<td>4TTV0048A1000B</td>
<td>$1,918</td>
</tr>
<tr>
<td>4TTV0060A1000B</td>
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<td>4TTV0061A1000B</td>
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<td>4TWL9048A1000A</td>
<td>$1,957</td>
</tr>
<tr>
<td>4TWL9060A1000A</td>
<td>$2,072</td>
</tr>
</tbody>
</table>
2019 Outdoor 3-Phase Lineup

Full line of 3 Phase Air Conditioners and Heat Pumps to serve the light commercial HVAC market with Industry leading efficiency up to 18 SEER and 10 HSPF!

- **XR17**
  - 4TWA7
  - 4TTA7
  - 3 Phase
  - 2 Stg

- **XR14**
  - 4TWA4
  - 4TTA4
  - 1 Stg

- **XR13**
  - 4TTA3
  - 1 Stg

**Coming July 2019**

- **4TTL/4TWL**
  - 3-4-5 ton sizes
  - 230V and 460V
  - 1-Stg 3 Phase
KEY TAKEAWAYS

1. Our most complete suite of outdoor products in years!


3. XV19 Variable Speed Side Discharge provides our “Quietest and Most Efficient” ducted system Trane has ever produced!

4. We remain focused on delivering reliable and durable comfort systems to serve all product segments.

Thank You for Your Business
Why Trane
Trane Tough Protection

Split Systems: Outdoor

Weatherguard™ II top
- Withstands 1,440 hours of 194°F desert heat
- Withstands 100 ft/lbs of impact at -35°F Arctic cold
- Withstands a 300-pound load
- Withstands the impact of a 90 mph fastball

Duratuff™ basepan
- Molded-in color will not fade
- Withstands 135°F 20-year accelerated heat test
- Won't crack, warp, corrode, or rust
- Withstands an 800-pound load

Integrated steel cabinet
- Full coil protection
- G90 galvanized steel construction
- Interlocking seams create a tight fit and finish
- X-brace construction enhances cabinet stability
- Recessed screws, rounded edges and integrated panels make our outdoor products safe for any backyard
Reliable Components

**Climatuff® compressors**
- Handle extreme operating conditions with ease
- Large volume shell offers an additional safety margin against slugging
- All-aluminum frame dissipates heat and reduces stress on its mounting springs
- Tight design specifications for every part

**Trane air conditioners and heat pumps**
- Quick and easy to install and service.
- All electrical and refrigerant controls are always in the same place.
- One easy-to-remove corner panel for instant access.

**Spine Fin™**
- A leak resistant design.
- Resistance to outdoor corrosion.
- A protective cabinet and a cleanable design.
- Continuous research and development
U.S. Navy research testimony

In a corrosive environment (coastal or urban), heat exchanger performance can degrade quite rapidly. According to an unbiased study performed by the United States Navy Civil Engineering Laboratory, Naval Construction Battalion Center in Port Hueneme, California, evidence of the fact, and support of all-aluminum coils in such environments is presented. Technical Report N-1560 observes that after 24 months, aluminum tube/aluminum fin, heat exchangers are performing 32% better than copper tube/aluminum fin units.

One conclusion of this research was that “uncoated aluminum tube/aluminum fin heat exchangers are more thermally efficient than the uncoated copper tube/aluminum fin heat exchangers after two-years of operation in a temperate marine environment.”
**Purdue University Study**

A study conducted at the Ray Herrick Laboratories of Purdue University showed that a typical system’s efficiency degrades twice as much with enhanced plate fin versus Spine Fin when a three- to four-year buildup of graded dust is present. Even in the event that Spine Fin is loaded with more particulate than enhanced plate fin, more system efficiency is retained with Spine Fin. This study proves the fact that surface loading and clogging are not typical to Spine Fin.

**Energy Use Penalty** due to contaminated condenser surfaces in 3-ton 10 SEER systems (1500 Hrs/Yr operation)

NOTE: Energy use penalty is 63% higher for plate fin surface (cumulative over 5 years).

**Operating Cost Penalty** for contaminated condenser surfaces in 3-ton 10 SEER systems

NOTE: Performance degradation amounts to about 1.1% per year for Spine Fin, as compared to plate fin degradation of about 1.7% per year.
Just in case the weather gets as bad in your town as it does every Tuesday & Wednesday in Tyler, TX.
PODCASTS: CLICK TO LISTEN

Do you spend a lot of time in a vehicle each day listening to Rock & Roll? Why not learn something new by listening to our podcasts? Simply click to play.

WHY TRANE

In their March 2019 podcast, Jim Lowell and Tim Storm discuss Why Trane. They talk about Climatuff® compressors, the all-aluminum Spine Fin™ coil, WeatherGuard® II Top & Fasteners, DuraTuff® Rustproof Basepan, Powder-Paint Finish and many other features.

Listen Now
2019 Air Handler Portfolio Overview
Air Handler Summary

- **Broadest Offering in the Industry**
  - Hyperion™ is unique and a competitive advantage
  - Robust M Series (TEM) metal cabinet offering
  - GMU/V, TMM & Ameristar for specific customer needs & application niches

- **Committed to improve on Trane’s industry leading quality and reliability reputation**
  - Continued progress in Vidalia, GA
    - Dealer tours are welcomed
  - Major emphasis on reducing in-factory coil fin damage
  - Strong focus on serviceability and installability
## Air Handler Product Overview

<table>
<thead>
<tr>
<th>Type</th>
<th>Hyperion™</th>
<th>M Series</th>
<th>Ameristar™</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Communicating Variable Speed</strong></td>
<td>TAM9 24v &amp; Comm</td>
<td>TEM8 24v and Comm</td>
<td></td>
</tr>
<tr>
<td><strong>Variable Speed Motor</strong></td>
<td></td>
<td>TEM6</td>
<td></td>
</tr>
<tr>
<td><strong>Core</strong></td>
<td>GAM5 TAM4</td>
<td>TEM4</td>
<td>M4AH4P/E</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>All Aluminum 13-14 SEER Series</td>
</tr>
<tr>
<td><strong>Multi-Family</strong></td>
<td>GAF2</td>
<td>NEW GMU/V</td>
<td>NEW TMM5 TMM4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phase Out of TMM4 &amp; TMM5</td>
<td>All Aluminum by Q2 2019</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Will phase out by end of Q4 2019</td>
</tr>
</tbody>
</table>
Commitment to Quality

- Entire Air Handler Portfolio will feature all aluminum coils by Q2 2019
  - Eliminating all mixed metals due to formicary corrosion
- All IR manufactured air handler replacement coils are now aluminum
  - Vidalia manufacturing consolidation and less material handling focus
- Focused efforts to reduce shipping damages:
  - Lessen LTL shipments where possible
  - Improved LTL packaging & handling strategy
  - Ongoing packaging improvements
    - Hyperion™ updates
      - Hexacomb corner post enhancements
      - Added top corner protection
A True Competitive Differentiator
- Unique design delivers a better homeowner experience
- Creates true reason to be a Trane Dealer
- Robust feature set with many benefits to dealers

“Appliance Grade” Double Walled Cabinet --- Doesn’t Sweat!

Epoxy Coated Coils showcases industry leadership
- Reduces “Dirty” Sock & White Powder call backs
- Improved indoor air quality for homeowner

Modular, Multi-Position Design with Installation Flexibility — to fit through tight openings
- Reference Installation Guide: 18-GJ58D1-5 --- score, cut, disassemble & re-assemble
- Applicable models: TAM9, GAM5 & TAM4
- Doesn’t impact performance or code inspections — as long as installation instructions are followed

Driving to higher quality levels:
- Improved cabinet door sealing
  ✓ BAYAHSEALKIT01A Kits
    o Covers all seal upgrades for legacy product prior to 2015
Variable Speed 24v & Communicating Options

Hyperion™ TAM9
Premium Offering

- Premium variable speed, 24v & communicating
- Multi-position / cooling & heating
- Composite “Appliance Grade” cabinet
- 23.5 inch width options available on 3.0-5.0 tonnages
- Compatible with BAYEA & BAYWA hydronic heaters
- 5 year non-registered / 10 year registered Warranty

TEM8
Core Offering

- More affordable variable speed, 24v & communicating
- Multi-position / cooling & heating
- Painted metal cabinet
- 23.5 inch width options available on 3.0-5.0 tonnages
- Compatible with BAYHTR heaters
- 5 Year non-registered / 10 year registered warranty

Single, Two-Stage and Variable Speed Performance With Both XV18 & XV20
Ameristar™ Air Handlers
M4AH4P/E Update

Product Overview:

- Launched M4AH4P/E air handler series in Q4 2018
  - Mixed metal M4AH3 & M4AH4 phasing out
- All aluminum coil to address formicary corrosion
- 1.5 – 5.0 tonnages offered
- 10 models total:
  - 7 PSC motor: M4AH4P and 3 ECM Motor: M4AH4E
  - New 5.0 ton PSC model coming Q1 2019
    - M4AH4P60C1C00B will replace current M4AH4P60B1C00A
- Multi-position / cooling & heating applications
- Factory installed fixed orifice
  - R-410A & R-22 TXV Kits Available
- Painted metal cabinet
- Compatible with existing electric heaters: MAYHTR
- 5 Year non-registered / 10 year registered warranty
Trane is the BEST brand in HVAC. Recognized by Consumers for many years.

Product offering has improved significantly in recent years, and we’re investing in breakthrough products.

Committed to offering products that meet the needs for **ALL** segments, focused on OOR to NOO to SF-RNC.

We appreciate your business and support!
NEVER STOPPING. NEVER SETTLING.

Coils
Product Positioning

Expanded offering for 2019
<table>
<thead>
<tr>
<th>APPLICATION</th>
<th>PREMIUM HIGH-EFFICIENCY COMFORT™ COILS</th>
<th>ENTRY-LEVEL COILS</th>
<th>FLAT COILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airflow Direction</td>
<td>All Positions</td>
<td>Upflow/Downflow®</td>
<td>Upflow Only</td>
</tr>
<tr>
<td>Equipment Ratings</td>
<td>Trane</td>
<td>Trane</td>
<td>Trane &amp; Ameristar</td>
</tr>
<tr>
<td>Cooling Efficiency (SEER)</td>
<td>Up to 22 SEER</td>
<td>Up to 22 SEER</td>
<td>Up to 16 SEER</td>
</tr>
<tr>
<td>Heating Efficiency (HSPF)</td>
<td>8.2–11.5</td>
<td>8.2–12</td>
<td>8.2–8.5</td>
</tr>
<tr>
<td>2-Stage &amp; VSPD Compatible</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>PREMIUM HIGH-EFFICIENCY COMFORT™ COILS</th>
<th>ENTRY-LEVEL COILS</th>
<th>FLAT COILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warranty (Registered/Base)</td>
<td>10 yrs/5 yrs</td>
<td>10 yrs/5 yrs</td>
<td>10 yrs/3 yrs</td>
</tr>
<tr>
<td>All-Aluminum Coil</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
</tr>
<tr>
<td>High-Efficiency Fin Design</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
</tr>
<tr>
<td>Painted Cabinet</td>
<td>✓</td>
<td>–</td>
<td>✓</td>
</tr>
<tr>
<td>Double-Sloped Drain Pan</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
</tr>
<tr>
<td>High-Temp, UV-Resistant Drain Pan</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
</tr>
<tr>
<td>Installed Metering Device</td>
<td>TXV</td>
<td>TXV</td>
<td>Orifice</td>
</tr>
<tr>
<td>Mechanical Connections</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

© Bayconv Kit available for converting to Horizontal applications (4PXC-U Horizontal Left or Right, 4PXC-D Horizontal Right only).
*4PXA is the Uncased equivalent of 4PXC-U. 1 Select models only.
New Dealer Guide for Coils!

A new 2-page Coil Brochure is now available on ComfortSite!

Pub No. 62-7231-02
AN INSIDE LOOK:
What Makes The Trane Comfort Coil Superior?

Trane has the most experience in the industry for All-Aluminum evaporator coils, transitioning to 100% All-Aluminum back in 2005!
Aluminum vs Copper

3 year old Trane All-Aluminum

3 year old Copper coil

3 year old Copper coil
**KEY TAKEAWAYS**

» **SUPERIOR DESIGN:**
The technology, materials, and engineering innovation that go into a Trane Coil set it apart and make it the best solution for a Trane system.

» **MAXIMUM COVERAGE:**
We offer a variety of coil solutions to meet local market needs, and our offerings allow a minimum number of SKU's to cover a broad range of applications.

» **TESTED TOUGH:**
Our coils undergo extensive testing in our state-of-the-art labs, field tests, and manufacturing line to make sure they are not only the perfect match for a Trane Heating and Cooling system, but will deliver exceptional performance and comfort for years to come.

Trane's industry-leading coils provide optimum system comfort, efficiency, and reliability when paired with a Trane Cooling & Heating System.
NEVER STOPPING. NEVER SETTLING.

Furnaces

It's Hard To Stop A Trane.
FER is Almost Here!

- FER (Fan Energy Rating)
  - Sets limits for airflow efficiency in Residential Furnaces (& Pkg units)
    - Most PSC blower motors will go away
    - 1-Stage furnaces require much more efficient blower systems – 46% more efficient!
  - Effective July 3, 2019

BRACE YOURSELVES

FER IS COMING...
What Furnace Changes Are Needed Due to FER??

FER: Especially tough for 1-stage furnaces

- PSC to CTM
- CTM capable IFC
- Patented Vortica blower system
- Both wider and larger diameter blower wheels
- Physically larger blower housings
- Higher horsepower motors.

FER is driving more product cost into our furnaces...

46% Increase!
# Furnace Product Launches 2019

## 90% Efficiency

<table>
<thead>
<tr>
<th>Ameristar</th>
<th>Single Stage</th>
<th>Two Stage</th>
<th>Modulating</th>
</tr>
</thead>
<tbody>
<tr>
<td>95% PSC, 1-Stg</td>
<td>92% PSC</td>
<td>96% CTM</td>
<td>Up to 97% VS, Comm</td>
</tr>
<tr>
<td>Aug 19 A951X/A952V</td>
<td>July 19 S9B1</td>
<td>Aug 19 S9X1</td>
<td>2020+ S9VM</td>
</tr>
<tr>
<td>M951P</td>
<td>M952V</td>
<td>S9X2</td>
<td>TUHM XC95m</td>
</tr>
<tr>
<td></td>
<td>TUC1 XB90</td>
<td>S9V2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TUH1 XR95</td>
<td>S9V2-VS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TUH1-H XT95</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## 80% Efficiency

<table>
<thead>
<tr>
<th>Ameristar</th>
<th>Single Stage</th>
<th>Two Stage</th>
<th>Modulating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Stg, PSC</td>
<td>PSC</td>
<td>CTM</td>
<td>2020+ S8V2-C</td>
</tr>
<tr>
<td>Aug 19 A801X</td>
<td>April 19 S8B1</td>
<td>CTM</td>
<td></td>
</tr>
<tr>
<td>M801P</td>
<td>TUE1 XB80</td>
<td>VS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>S8X1</td>
<td>VS, Comm</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>S8X2</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>TUD2-V XV80</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>TUD2-C XC80</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>New!</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>New!</td>
<td></td>
</tr>
</tbody>
</table>

- **RNC and NOO**: RNC, Non-Owner Occ., Owner Occ.
- **RNC, Non-Owner Occ., Owner Occ.**

*Certified <2% air leakage*
S8X1 & S8X2 – Now Shipping!

Features & Benefits

- 1-Stage & 2-Stage OD ratings.  ⇐ New feature!
- 14.5", 26K, S8X1A026  ⇐ New model!
- 9-Speed CTM/ECM blower motors  ⇐ New feature!
- Fewer SKU’s!
  - S8X1 = 9 SKU’s vs 28 AUD1
  - S8X2 = 7 SKU’s vs 21 AUD2
- Blower motor electronic tap selection  ⇐ New feature!
- 4-Way poise design (no dedicated downflow models)  ⇐ New feature!
- Inducer rotation = multiple venting options in every poise!  ⇐ New feature!
- <1% air leakage  ⇐ New feature!
- Every model = 15A circuit breakers  ⇐ New feature!
- Twinning capable
- Onboard diagnostics  ⇐ New feature!

The list goes on...
S8X1/S8X2 Introduction

New 1-Stage Door Design

S8X1: 1-Stage Door
- New louvered door design
- ¼” Screw attachment

S8X2: 2-Stage Door
- Similar to S9V2
- Sight glass is a honeycomb louver for combustion air
S8X1/S8X2 Introduction

New Metal Vortica II

- Durable & Recyclable
- More efficient airflow
- Made in Trenton, NJ.

Low Capacity SKU’s

- High efficiency housing, condos, multifamily
  - S8X1A026 – 14.5”, 26K BTU!
  - S8X2A040 – 14.5”, 40K/26K BTU!
New 9-Tap CTM Blower Motors

• Greater range of operation
  • S8X1 = 9 SKU’s vs 28 XR80
  • S8X2 = 7 SKU’s vs 21 XL80

• Enables fewer models

• Simplifies warehousing and replacement parts

• Electronic tap selection; easier & faster equipment setup
All S8X1/S8X2 Are 4-Way Multi-Poise!

Up Flow Venting
Remove 4 Inducer Mounting Screws
• Rotate to desired location
• Insert 4 screws
• Done!!!!

As Shipped

Left Side Discharge

Right Side Discharge
Down Flow Venting

- Left and Right side venting out of the box (no kits)!
- Vertical (thru-cabinet) venting: BAYVENT600A
S8B1 & S9B1

Builder Series Furnaces, New Construction

- PSC where possible
- Coil only ratings
- Less ‘featured’ IFC
- S9B1: 92% AFUE
- Color
- 1.4% air leakage compliant
- Component suppliers
- No blower compartment insulation
- May eventually remove bottom cap

Important Dates:
- 1st Prod: S8B1 March 2019
- 1st Prod: S9B1 July 2019
S9X1: Launching August 2019

Features and Benefits:
- Replaces XT95.XR95
- Single Stage Gas, 95% AFUE
- 9-Tap Constant Torque ECM Blower
- Vortica Blower
- Expanded Model Family
- Rated w/ 1-Stg & 2-Stg OD
- <1% Air Leakage

### Model Family Comparison

<table>
<thead>
<tr>
<th>Model</th>
<th>XR95</th>
<th>XT95</th>
<th>S9X1</th>
</tr>
</thead>
<tbody>
<tr>
<td>B40-2T</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>B40-3T</td>
<td>N</td>
<td>N</td>
<td></td>
</tr>
<tr>
<td>B60-3T</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>B60-4T</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>B80-3T</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>B80-4T</td>
<td>N</td>
<td>N</td>
<td></td>
</tr>
<tr>
<td>C80-4T</td>
<td>Y</td>
<td>N</td>
<td></td>
</tr>
<tr>
<td>C80-4T</td>
<td>Y</td>
<td>N</td>
<td></td>
</tr>
<tr>
<td>C100-4T</td>
<td>Y</td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>C100-5T</td>
<td>N</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>D120-5T</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>

#### Up Flow
- B40-2T: Y
- B40-3T: N
- B60-3T: Y
- B60-4T: N
- B80-3T: Y
- B80-4T: N
- C80-4T: Y
- C80-5T: Y
- C100-4T: Y
- C100-5T: Y
- D120-5T: Y

#### Down Flow
- B40-2T: Y
- B40-3T: N
- B60-3T: Y
- B60-4T: N
- B80-4T: N
- C100-5T: N
- D120-5T: Y
Ameristar

Current State Ameristar

M801P  M951P  M952V

A801X / A951X / A952V

• Launch Aug 2019
• 34” cabinet
• Similar poise options as S-Series
• Galvanized steel cabinet
2019 IAQ Overview
A Complete Indoor Air Quality Portfolio for 2019

**Air Cleaners**

- **Dedicated Controls + Connectivity =**
  - Increase Inclusion
  - Proprietary Functionality
  - Consumer Driver

**Media Filters**

- **2019 – TFM Replacement Filters have heavier frames and pull tabs**

**Humidification**

- **2 sizes of Bypass and 1 Fan Powered Evaporative Humidifiers**
- **2 Models of Steam Humidifiers- Precise Comfort Control in all climates with all types of HVAC systems**
- **62.2 Compliant Ventilating Dehumidifier Solution for Humid Climates- Removes Humidity before it enters the house**

**Ventilation**

- **ERV- Balanced Ventilation solution in 3 sizes for homes up to 5000 sq.’**
- **Industry First In-line Ventilator with full ECM motor and full customer control with Intelligent Lock outs- Affordable Ventilation solution for New Homes**
- **5 different sizes of Whole Home Dehumidifiers are available now. 2 Special application dehumidifiers coming Q1 2019**

**Dehumidification**

- **2017- Only Air Cleaner recognized by AAFA as a “Clean Air Certified Product”**
- **2019 - Door Improvement Project Complete**
  - Improved Customer Experience
  - 2% Maximum Air leakage

**QuikBox Insulated Cabinet in 9 sizes with MERV 11 Filter- Priced Competitively with all competition**
Recap of 2018 Product Additions in IAQ

- Envirowise Dehumidifier Line Up for 2019
  - Launched Dec. 2018 – See eTPB1836 on ComfortSite
    - Full line of branded dehumidifiers with optional ventilation capability
    - Capacities from 70 ppd (pints / day) to 205 ppd
    - All units Energy Star Rated
    - XT (Extreme Technology) models offers highest energy efficiency levels in the industry
    - Nexia enabled with Trane Connected Controls
    - 5 Year unit replacement warranty for refrigerant failures
• **Connected Controls**
  • 724
    • target availability 2Q 2019
  • 824, 850 and 1050 controls version 5.4 software upgrade
    • Available on ComfortSite for download on or about 12-7-2018 (1050 and zoning - features 4 sensors per zone)

• **Non-Connected Thermostats – new models in 2019**
  • 803, 802, 800
    • replacement 303, 302 will feature programmable control with touchscreen (note: 800 to phase out)
    • common preferred, not required with batteries
    • target availability late December 2018/January 2019
  • 602, 600
    • replacement 203, 202 will feature programmable pushbutton control
    • common preferred, not required with batteries
    • target availability January/February 2019
  • 401, 200
    • replacement for 401, 200 will feature non-programmable pushbutton control
    • common preferred, not required
    • target availability April/May 2019
  • 402 – no change, continue to offer in line up
302 & 303 Non-Connected Thermostat Overview

New Programmable Touchscreen Models Replace 802 and 803

- Large, Easy to Read Display (12 square inches)
- Up to 4 stages heat 2 stages cool
- Humidity and dehumidification control on 303 only
- Applications: gas, oil, electric, heat pump, dual fuel, and boilers systems
- Dual Fuel Capable
  - restricted with optional outdoor wired sensor or unrestricted mode.
- Accessories:
  - Remote Sensors; Indoor = ZZSENSAL0300AAA, Outdoor = BAYSEN30ATEMPAA

302 without humidity sensor  |  303 with humidity sensor
Comfort Controls

202 – Conventional Single Stage 1H/1C
203 – Universal Multistage 4H/2C

Trane and American Standard
Trane Standby Generators
## Trane Standby Generators

### Basic Features:
- Liquid Cooled Engine
- Aesthetic Design
- Convex Lid
- Easy push pull gas conversion
- Easy to install
- Easy to access, no tools
- Easy to service
- Easy to operate
- Integrated anchoring system

### Product Specifications

<table>
<thead>
<tr>
<th>MODEL#</th>
<th>TR15REG-DB</th>
<th>TR20REG-DB</th>
<th>TR20REG-DB-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATED (CONTINUOUS) (KW) LPG</td>
<td>15</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>RATED (CONTINUOUS) (KW) (NG)</td>
<td>15</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>AC VOLTAGE (VOLTS)</td>
<td>120/240</td>
<td>120/240</td>
<td>120/208</td>
</tr>
<tr>
<td>Amps @ 240V LPG</td>
<td>62.5</td>
<td>83.3</td>
<td>69.4</td>
</tr>
<tr>
<td>Amps @ 240VNG</td>
<td>62.5</td>
<td>75</td>
<td>62.5</td>
</tr>
<tr>
<td>PHASE</td>
<td>SINGLE PHASE</td>
<td>SINGLE PHASE</td>
<td>3-PHASE</td>
</tr>
<tr>
<td>POWER FACTOR</td>
<td>1.0</td>
<td>1.0</td>
<td>0.8</td>
</tr>
<tr>
<td>Engine/Alternator RPM</td>
<td>3600</td>
<td>3600</td>
<td>3600</td>
</tr>
<tr>
<td>FREQUENCY (HZ)</td>
<td>60</td>
<td>60</td>
<td>60</td>
</tr>
</tbody>
</table>

**CERTIFICATIONS**: ETL / C-ETL / US-ETL CERTIFIED / EPA APPROVED MEETS UL 2200 STANDARDS
Trane Standby Generators Typical Application

Homeowners: Areas prone to power outages
- Geographical regions with power outages caused by weather
- Northern Climate (Heavy snowfall/winter storms)
- Southern Climates (Severe Thunderstorms, Hurricanes)
- Central US market (Tornados)
- Regions with electrical grid instability
- Second homes

Business Owners: Areas prone to power outages
- Light commercial opportunities (Retail, Food Service, Medical, Data Centers)
- Need to maintain power to sustain business
Local Installation by Crossfield
## Trane – VS Air Cooled

<table>
<thead>
<tr>
<th></th>
<th>Water Cooled</th>
<th>Air Cooled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Cost</td>
<td>More</td>
<td>Less</td>
</tr>
<tr>
<td>ATS</td>
<td>Included</td>
<td>Additional Purchase</td>
</tr>
<tr>
<td>Gel Battery</td>
<td>Included</td>
<td>Additional Purchase</td>
</tr>
<tr>
<td>Cost of Installation</td>
<td>Same</td>
<td>Same</td>
</tr>
<tr>
<td>Engine</td>
<td>Automotive Engine</td>
<td>Lawnmower type Engine</td>
</tr>
<tr>
<td>Engine Life</td>
<td>20-25 years</td>
<td>10-12 Years</td>
</tr>
<tr>
<td>Maintain</td>
<td>4 qts oil and filter</td>
<td>2 quarts oil and filter</td>
</tr>
<tr>
<td></td>
<td>Check / Change Antifreeze</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Check / Change Belt</td>
<td></td>
</tr>
<tr>
<td>Run Time</td>
<td>10 days</td>
<td>8 Hours / 4 hour cool down</td>
</tr>
<tr>
<td></td>
<td></td>
<td>– really?</td>
</tr>
<tr>
<td>Noise level</td>
<td>73 db full load</td>
<td>XXXXXXXX</td>
</tr>
<tr>
<td>Weight</td>
<td>800 lbs</td>
<td>300 – 400 lbs</td>
</tr>
<tr>
<td>THD Level</td>
<td>Less than 5%</td>
<td>5%? to 15% as heat builds</td>
</tr>
</tbody>
</table>
NEVER STOPPING. NEVER SETTLING.

Parts and Supply
Pursuing a Seamless Experience

- Trane Residential HVAC, which designs and manufactures the equipment you use, recently combined with the Trane Parts & Supply business
- We’re taking this seriously at our highest levels of leadership
  - Combining teams and resources
  - Aligning priorities and investments
  - Focusing on your needs
- 2017 was year one of this change and we’re already seeing great results in terms of dealer satisfaction and business results
- Our goal is to be easier to do business with and provide you with superior service that you won’t get anywhere else

Key Takeaway – We’re changing for you!
Key Takeaway – We want to support your entire business!

Support from Beginning to End

- New equipment launch support
- Right offering at different stages in the life cycle
  - Installation
  - Warranty support
  - Maintenance
  - Out of warranty repair
  - End of life options
- Product and Part availability for all stages of life-cycle
More than an OEM Parts Shop

- Top national and private brands
- Products suited for different types of jobs
- Everything needed to do the job!
  - Air Flow and Motors
  - Chemicals
  - Commodities
  - Compressors
  - Controls
  - Duct Cleaning
  - Electrical Components
  - Flow Controls
  - IAQ
  - Installation Accessories
  - Refrigerant Handling
  - Supplies
  - Test & Inspection Equipment
  - Tools
  - Tube & Coil Cleaning
  - And More!

Key Takeaway – We stock what you want and need!
Learning Resources

Providing world class learning opportunities to drive better business results through improved confidence, increased performance and 5-star customer satisfaction.
Access for ALL dealer employees
Manager capabilities
  ▪ Assign courses
  ▪ Create learning paths
  ▪ Run learning reports
Learning Paths
  ▪ Based on learner’s needs
  ▪ Based on learner’s role
Wide range of courses
  ▪ Technical
  ▪ Sales
  ▪ Customer Service
  ▪ Leadership
NATE CEU courses
  ▪ 40+ hours available
SkillSoft Library
  ▪ Business and Desktop skills
ELEARNING
Over 100 eLearning courses are available to you and your employees for new and existing products.

- Variable Speed
- Zoning
- Core Principles of HVAC
- HVAC Basics
- Tech 101 Courses
- Nexia Diagnostics
- Why Trane
- NATE CEUs

PODCASTS
Podcast episodes are easy to access from anywhere at any time. Click and play from our newsletters or from the LMS.

- HVAC: A Conceptual Understanding
- HVAC: System Options
- Why Trane
- Variable Speed
- Dealer Locator Terms & Conditions
- 3-5 Ton Light Commercial

FIELD TECH HELP
Technical videos allow your technicians access to up-to-date training on new and existing products which can be accessed from anywhere at any time.

- Variable Speed
- Motors
- Air Handlers
- Furnaces
- Nexia and Controls
- AC/HP
- CDA

MANAGER ACCESS
Create an environment of learning with employees by becoming a manager on the LMS. Invest time discussing their development regularly throughout the year. Email the Learning Resources team to be set up.

- Assign Courses
- Create Learning Paths
- Run Learning Reports
- Track completions
- Receive Notifications

Improved Customer Experience | Increased Sales & Reduced Costs | Better Trained Technicians

www.tranelearningresources.com | learningresources@irco.com
HOW TO LOGIN AND ACCESS LEARNING

ComfortSite
- ComfortSite → Training Center →
  Trane LMS – Single Sign On
- View catalog by clicking eLearning Course Catalog

Direct Login
- www.tranelearningresources.com
- Username = ComfortSite Username
- Password = welcome
- For Login help, email: learningresources@irco.com

Field Tech Help Videos available without a login:
- www.FieldTechHelp.com
Agenda

- Marketing/Advertising Update
- Trane Spring Consumer Promotion
- Trane Product Overview
- Mitsubishi Electric/Trane Product Overview
- Mitsubishi Electric/Trane GEC Retail Sales Club
- Trane National Retail Sales Club
- SPIFF Check Distribution
Residential Products Overview
Product Branding Plan

- Products available to Trane distribution with the Trane / Mitsubishi Electric co-brand

- **2018:** ODUs shipped with logo stickers (including application instructions). IDUs will not have the co-brand logo

- **Future:** All ODUs & IDUs will be co-branded at the factory with unique model numbers. (Exact dates TBD)
M & P / Nv-series Product Overview for 2018/2019:
Mitsubishi Electric / Trane

Product Types:
- **Air Handler**
  - SVZ/AMT 12-18
  - MVZ 12-36
  - PVA 12-42
- **Ceiling Mount**
  - SLZ/CKS 09-18
  - MLZ/UKS 09-18
  - PLA 12-42
  - PCA 24-42
- **Floor Mount**
  - MFZ/FKS 09-18
- **Horizontal Ducted**
  - SEZ//DKS 09-18
  - PEAD 09-42
- **Wall Mount**
  - GL/ST 06-24
  - HM/MT 09-18
  - GL/ST 30-36
  - EF09-18
- **SINGLE-ZONE**
  - Cool Only
  - Standard HP
  - Hyper Heat
  - Pro Heat HP
- **Multi-Zone**
  - Standard HP
  - Hyper Heat
  - Pro Heat HP
- **Branch Box**
  - 3 ports / 5 ports

**SEER Ratings**
- SEER 30+
- SEER 24
- SEER 20
- SEER 16

**Part Numbers**
- FH/PH 06-18
- GL/ST 06-24
- HM/MT 09-18
- GL/ST 30-36
- EF09-18
- ME Brand Only
- PKA 12-36

**Brand**
- Mitsubishi Electric
- Trane

**Notes**
- ME Brand Only
- 3 ports / 5ports

**Product Images**
- Mitsubishi Electric TRANE HVAC US
## M-series/P-series Product Overview 2018-Outdoor Unit

<table>
<thead>
<tr>
<th></th>
<th>06</th>
<th>09</th>
<th>12</th>
<th>15</th>
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<tr>
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</tbody>
</table>
Controls: Kumo Cloud, MHK1, Thermostat Interface

✓ CN105 built-in: Able to use PAC-USWHS002-WF-1, MHK1, and other thermostats when using the PAC-US444CN-1
New Products coming in 2019
115V WALL MOUNT HEAT PUMP : JP/NTSWMT*1

9,000 to 12,000 Btu/h

- SEER 17.0
- HSPF 9.3 – 11.0
- EER 9.9 – 12.0

- Operation with 115V power voltage
- Optional anti-allergy enzyme filter
- Remote Control Holder
- CN105: kumo cloud® and other controls options available
- Blue Fin Coating on Heat Exchanger

9/12MBH

Remote Controller + Holder

Single Zone connection only

9/12MBH
ENTRY MODEL (16 SEER) : WR / NTXWEL

Wall Mount

- 9/12/18 MBH
- 24 MBH
- Single Zone connection only

Remote Controller

9,000 to 24,000 Btu/h

<table>
<thead>
<tr>
<th>Feature</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>SEER</td>
<td>16.0</td>
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<tr>
<td>HSPF</td>
<td>8.5</td>
</tr>
<tr>
<td>EER</td>
<td>8.0 – 11.0</td>
</tr>
</tbody>
</table>

- Comes with Standard wireless remote controller
- Optional anti-allergen enzyme filter
- 12-hour timer
- CN105: kumo cloud® and other controls options available
- Blue Fin Coating on Heat Exchanger
1 WAY CEILING CASSETTE 1:1 - MLZ / NTXU

- Energy star certified
- Heating Operation down to -4F
- Fitting between standard 16” joists
- CN105: kumo cloud® and other controls options available
- Comes with Schedule timer Wireless remote controller
- kumo cloud® pockets
- Blue Fin Coating on Heat Exchanger

9,000 to 18,000 Btu/h

- SEER: 19.5 – 22.3
- HSPF: 12.1 – 13.3
- EER: 12.5 – 12.6

Multi-zone connection
1 WAY CEILING CASSETTE: MLZ / NTXU

- Only 7.3 inches in height - fits into either 2x8, 2x10 or 2x12 joists.

Height: 7-5/16in (185mm)
1-Way Ceiling Cassette: MLZ/NTXU

- No need to modify joists (16” joists or greater, unit width is 14.2”)
1 WAY CEILING CASSETTE: MLZ / NTXU

- Additional access door is not needed as all required service can be accessed from the grill.

- Excellent solution when lighting equipment is installed at the center of the room.

Service access panel **NOT** required.
SUZ/NTXSKS LINEUP EXPANSION
Universal Heat Pump Outdoor Units

- Capacity range: 9, 12, 15, 18, **24, 30, 36** MBH
  - **24, 30, 36** newly added
- Higher efficiency + Energy Star certified combinations (09-18MBH)
- Single zone connection with:
  - MLZ 1-way ceiling cassette
  - SVZ ducted air handler
  - PEAD horizontal ducted (mid-static)
  - SEZ/NTXDKS horizontal ducted (low-static)
  - SLZ/NTXCKS 2x2 ceiling cassette
- Blue fin coating on outdoor unit HX*
SLZ-KF / NTXC MODEL
2’x2’ 4-way Ceiling Cassette

9,000 to 18,000 Btu/h

- New Square/Low Profile Design
- Efficiency increase: 15 → 22 SEER*
- Energy star certified**
- New 18MBH capacity
- Fits in 2’ x 2’ suspended ceiling grid
- Individual 4-way vane airflow
- 3D turbo fan
- Built-in condensate lift mechanism (19 3-4” → 33” lift)
- Optional 3-D i-see Sensor
- CN105: kumo cloud® and other controls options available

*9 kBtu/h comparison
**excludes 15 kBtu/h
Hyper Heating / Pro Heat Universal Heat Pump: SUZ / NTXSKP

- 09, 12, 15 and 18 MBH
- 100% heating capacity at 5F
- Guaranteed heating capacity to -13°F
- Base heater built-in
- Targeting energy star certification

- Multiple Indoor Unit connection
  - 2*2 4 way cassette (SLZ / NTXC)
  - 1 way cassette (MLZ / NTXU)
  - Low Static Ducted (SEZ / NTXD)
  - Mid Static Ducted (PEAD / TPEAD)
  - Multi Position AHU (SVZ / NTXA)
Hyper Heating / Pro Heat Universal Heat Pump

- **Standard**
- **Hyper heating**

Outside temp (F)

Heating Output

50% more!
Product Overview for 2019: Trane / Mitsubishi Electric

**AIR HANDLER**
- AMT 12-18
- AMT 24-36
- TPVA12-42

**CEILING MOUNT**
- CKS 09-18
- PLA12-42
- PCA24-42

**FLOOR MOUNT**
- KJ 9-18
- FKS 09-18

**HORIZONTAL DUCTED**
- DKS 09-18
- PEAD 9-42

**WALL MOUNT**
- SEER 30+
  - PH06-18
- SEER 24
  - ST06-24
- SEER 18
  - MT09-18
- SEER 16
  - MT30-36
- SEER 16
  - EF09-18
- SEER 16
  - TPKA-12-36

**COOLING ONLY STANDARD HP PRO HEAT HP**
- SKS09-36

**STANDARD HP MX 20-60 PRO HEAT HP PH 20-48**

**BRANCH BOX**
- 3 ports / 5ports
Ductless Pro
Program Reference Guide
2019
Ductless Pro Program Overview

- The Ductless Pro Program is available to Trane dealers who purchase co-branded product through a Trane DSO or IWD.
- Three Tier-based Program
- Dealers progress through tiers via the Ductless Pro Balanced Scorecard
  - Ductless Pro: 20-39 points
  - Ductless Pro Preferred: 40-74 points
  - Ductless Pro Elite: 75-100 points
Ductless Pro Program Requirements

- Receive a nomination by an authorized co-brand Distributor and approval of nomination by a METUS Sales Manager
- Agree to sign and comply with the Ductless Pro Code of Conduct
- Complete the 5-step training curriculum
- Agree to offer Zoned Comfort Solutions® on every call
- Maintain a market coverage area equal the dealer’s staff and ability to handle requested zip codes
- Agree to respond to all Mitsubishi Electric Trane sales leads within 24 hours
- Must register installed product on the Mitsubishi Electric Trane Product Registration website within 90 days of installation (www.RegisterMEHVAC.com)
Ductless Pro Program Details

- Trane Comfort Specialists
  - Trane Comfort Specialists (upon meeting all requirements to become a Ductless Pro) will be given Elite tier status in the 2019 Ductless Pro program
  - Ductless Pro Elite will be required to meet scorecard minimum in 2020
Ductless Pro Program- Detail

• Program considerations for 2019
  – When converting a new dealer associated with a competitor ductless program, use prior years competitive ductless purchases towards tier requirements
  – If existing Diamond Contractor is also a Trane dealer (regardless of TCS status) they can convert to the Ductless Pro program at same tier status
Ductless Pro Program Benefits

Standard Pro Dealer Tier (20-39 points)

• Complimentary Ductless Pro identification
• Annual recognition certificate
• Literature upon request
• Access to Digital Asset Library
• Access to Contractor Portal (Coming Soon)
• Consumer leads
• Listing on Mitsubishi Comfort Dealer Locator
• Credit for 16 hours of additional training
• Ductless Pro consumer financing offers
• 12-year product warranty offer for registered M- and P-Series products
• Ductless Pro level discount for extended labor warranty programs
• Ductless Points Rewards Program – Standard level payout (April 2019)
Ductless Pro Program Benefits

Preferred Ductless Pro (40-74 Points)
All Ductless Pro Standard Tier Benefits plus:

- Priority listing on Mitsubishi Comfort Dealer Locator
- Credit for 16 hours of additional training (32 total hours)
- Preferred level Ductless Pro consumer financing offers
- Preferred level discount for Sales Builder Pro (Coming Soon)
- Preferred level discount for extended labor warranty programs
- Ductless Points Rewards Program – Preferred level payout (April 1 2019)
Ductless Pro Program Benefits

Elite Ductless Pro (75-100 Points)
All Preferred Ductless Pro Tier Benefits plus:

- Premium listing on Mitsubishi Comfort Dealer Locator
- Credit for 16 hours of additional training (48 total hours)
- Elite level Ductless Pro consumer financing offers
- Elite level discount for Sales Builder Pro (Coming Soon)
- Elite level discount for extended labor warranty programs
- Ductless Points Rewards Program—Elite level payout (April 2019)
## Trane Ductless – Then and Now

### Res to Commercial

- **3-44 Ton Capacity Per System**
- Up to 64 Indoor Units
- Updated Single Phase VRF 3-5 Ton
- Updated VRF HP and Heat Recovery

### Res to LC

- **18K-48K BTU**
- Single and Multi-Zone

### Residential

- **9K – 36K BTU**
- Single Zone

### Ameristar

- **15 SEER AC**
- **16 SEER HP**
- **115V HP**
- **18 SEER HP**
- Entry Level Low Ambient Heating
- Entry Level Multi-Split

### Price

- 2011
- 2018

### Value

- Res to LC
- Residential
- Ameristar

### 15x Revenue Growth

- **Leadership Position with New Product Launches**
Agenda

▪ Marketing/Advertising Update
▪ Trane Spring Consumer Promotion
▪ Trane Product Overview
▪ Mitsubishi Electric/Trane Product Overview
▪ Mitsubishi Electric/Trane GEC Retail Sales Club
▪ Trane National Retail Sales Club
▪ SPIFF Check Distribution
Mitsubishi Electric Trane US
Spring 2019 Dealer SPIFF Program
Effective March 1, 2019 – June 30, 2019

SP-METUS1-2019

PURPOSE

To give dealer Retail Sales Professionals (RSPs) an incentive to offer high-end Mitsubishi Electric Trane US equipment.
Install eligible Mitsubishi Electric Trane US high efficiency equipment from March 1, 2019 – June 30, 2019 and receive the following SPIFF amounts:

<table>
<thead>
<tr>
<th>Type</th>
<th>Eligible Equipment</th>
<th>SPIFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ductless Outdoor Unit</td>
<td>MUZ-GL High Efficiency Heat Pump</td>
<td>$25</td>
</tr>
<tr>
<td></td>
<td>MXZ-NA Standard Multi Zone Heat Pump</td>
<td>$25</td>
</tr>
<tr>
<td></td>
<td>MXZ-HZ Hyper Heat Multi-Zone System</td>
<td>$50</td>
</tr>
<tr>
<td></td>
<td>MUZ-FH Hyper Heat</td>
<td>$50</td>
</tr>
</tbody>
</table>

* SPIFF checks will be distributed at the Fall Kick-Off Meeting in 2019.
REQUIREMENTS

- Dealer RSPs and owner must complete the Participation Agreement and return it to Gerster Equipment Company (GEC) by March 31, 2019. Only RSPs listed on the Participation Agreement will be eligible to earn a SPIFF check.

- Each dealer must have a current Dealer Sales Agreement on file with GEC before any SPIFF checks will be distributed.

- Checks will be made out directly to an RSP – no company checks.

- A completed W-9 must be on file with GEC for each RSP who receives $500 or more in SPIFF amounts in a calendar year before a SPIFF check will be distributed.

- In order to be eligible, RSPs must attend both retail sales events held by GEC (spring and fall meetings), and must be employed by the company the SPIFFs are entered under when the SPIFF check is cut.

- All eligible equipment must be purchased from Gerster Equipment Company

- All eligible equipment must be registered with Mitsubishi Electric/Trane US.

- RSPs must enter SPIFF information via the GEC website (www.gersterequipment.com). Only eligible sales entered into the GEC website in the specified date range will qualify for this program.

- Equipment purchased at a discounted price is not eligible for this program and should not be claimed for SPIFF dollars. The dealer is responsible to ensure that only eligible SPIFF claims are submitted.

- Currently enrolled Mitsubishi Electric Diamond Contractors are not eligible for this program.
Effective Period

- Sales and Installation Date: March 1, 2019 – June 30, 2019
- Submission via GEC Website: March 1, 2019 – July 15, 2019

No claims will be accepted after July 15, 2019.

SPIFF checks will be distributed at the Fall Kick-Off Meeting in 2019.

For questions on this sales plan, contact Cheryl Maciolek:
P: 716-626-7528
E: Cheryl.Maciolek@gersterequipment.com
Mitsubishi Electric Trane US
Spring 2019 Dealer SPIFF Program
Participation Agreement

Salespeople

☐ Yes, I am participating in the Gerster Equipment Company/Mitsubishi Electric Trane US Spring 2019 Dealer SPIFF Program. I understand that I must submit eligible sales information online via the GEC website to be included in this program. I understand that all eligible equipment must be installed between March 1, 2019 and June 30, 2019 and must be entered online by July 15, 2019.

Print Name: ___________________________ Signature: ___________________________ Date: __________

Print Name: ___________________________ Signature: ___________________________ Date: __________

Print Name: ___________________________ Signature: ___________________________ Date: __________

Print Name: ___________________________ Signature: ___________________________ Date: __________

Owner

I authorize Gerster Equipment Company to include all of the retail salespeople listed above as Authorized Salespeople in the Gerster Equipment Company/Mitsubishi Electric Trane US Spring 2019 Dealer SPIFF Program. I authorize Gerster Equipment Company to cut checks to any of the retail salespeople listed above for all eligible sales that have been entered online via the GEC website within the program dates. I understand that a completed W-9 must be on file at Gerster Equipment Company for each salesperson listed in order for checks to be cut. If a completed W-9 is not on file, Gerster Equipment Company will send the required form to the salesperson, and the completed form must be returned to Gerster Equipment Company before a check will be cut.

Print Name: ___________________________ Signature: ___________________________ Date: __________

Company Information

Company: ________________________________

Address: ________________________________

City: __________________ State: __________ Zip Code: __________
Agenda

- Marketing/Advertising Update
- Trane Spring Consumer Promotion
- Trane Product Overview
- Mitsubishi Electric/Trane Product Overview
- Mitsubishi Electric/Trane GEC Retail Sales Club
- GEC/Trane National Retail Sales Club
- SPIFF Check Distribution
Install eligible Trane high efficiency equipment from January 1, 2019 – June 30, 2019 and receive the following SPIFF amounts:

<table>
<thead>
<tr>
<th>Type</th>
<th>Eligible Equipment</th>
<th>SPIFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variable Speed Furnace</td>
<td>*XV80/XV95/S9V2</td>
<td>$25</td>
</tr>
<tr>
<td>*XC95</td>
<td></td>
<td>$50</td>
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<tr>
<td>Communicating Furnace</td>
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</tr>
<tr>
<td>Single Stage AC/HP</td>
<td>*XL16i</td>
<td>$50</td>
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<td>2 Stage AC/HP</td>
<td>*XL18i/XL20i</td>
<td>$100</td>
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<td>2 Stage Variable Speed AC/HP</td>
<td>*XV18/XV20i</td>
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<tr>
<td>Variable Speed Air Handler</td>
<td>*TAM7/TAM9</td>
<td>$25</td>
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<tr>
<td>Communicating Air Handler</td>
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<td>Package Unit</td>
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<td>*XL16c Package Unit</td>
<td>$50</td>
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<td>Accessory</td>
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<td>Humidifier</td>
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<tr>
<td></td>
<td>ERV</td>
<td>$25</td>
</tr>
<tr>
<td></td>
<td>XL824/XL850 Comfort Control</td>
<td>$15</td>
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<tr>
<td></td>
<td>XL950/XL1050 Comfort Control</td>
<td>$25</td>
</tr>
</tbody>
</table>
Have a Successful Spring Selling Season!