



New Programs for 2002

A Performance Partnership that
Will Help You Retain Your Independence

Setting The Performance Standard™

LUXAIRE®

HEATING ■ AIR CONDITIONING

Now There Are Even More Ways Luxaire® Supports Your Independence

If you're already a participant in the Luxaire® Performance Partnership Liberties™ Plan, you've no doubt already enjoyed many of its great benefits. Now, in addition to those originally outlined in the plan, Luxaire has many new programs to support your independent spirit.

If you're not yet a participant, these new programs give you greater reason to declare your independence and sign up for the Luxaire Performance Partnership Liberties Plan.

NEW PROGRAMS FOR 2002

BTU—Luxaire Business Training University

Luxaire Business Training University (BTU) gives you and your staff the necessary training to create, maintain, and grow a successful HVAC business. We offer a variety of classes on topics such as business/marketing plans, organizational support, sales management, pricing, job costing, accounting, financial analysis/planning, compensation, succession planning, and much more.



New Secondary Consumer Financing Program

The Luxaire Dealer Finance Program now includes MBNA America Bank, N.A., which allows more of your customers to qualify for financing than ever before—and makes the process faster and easier. Consumers receive the maximum credit line for which they qualify, thereby increasing their spending power with your company.

The loan program offers low monthly payments, increased credit lines up to \$30,000, and flexible repayment terms, with no annual fee, no application or origination fees, and no penalties for prepayment.

Benefits to You

★ *No merchant or transaction fees*

Dealers pay no credit card merchant fees with this program, so you save money each time your customers use the program to make a purchase.

★ *Easy application process*

Consumers can submit their applications online or call in to a third party who will enter their information into an online instant decision tool. Either way, you'll have more time to do what you do best—close sales.

★ *Fast credit decisions*

With online credit applications, consumers can quickly find out their credit limits and make appropriate purchase decisions.

★ *Increased sales*

Customers can re-access their loans for additional purchases up to their credit limit, which helps bring return business.



Online Marketing Tools

As a Liberties Dealer, you can create and locally print tailored sales and marketing literature using Luxaire's new interactive customization tool. This tool gives you online access to a variety of marketing materials that you can customize with your dealership information. As a result, you get literature that better identifies your company to your target audience.

Dealer Salesperson Spiff Incentives

During consumer promotion periods, your salespeople can earn cash spiffs for the sale of eligible products. Eligible models and spiff amounts will be announced by Luxaire prior to the promotion periods.

This program rewards salespeople for selling the Luxaire brand over competitors' brands, as well as for selling higher efficiency products.

Consumer Incentive Rebates

Consumers who purchase eligible cooling or heating products during promotion periods will receive their choice of a cash-back rebate or special financing terms on their purchase. Details on qualifying equipment and rebate amounts will be announced by Luxaire prior to promotion periods.

Liberties™ ID Kits

In addition to the brand- and dealer-identifying truck signage already available, Luxaire now offers an inventory of truck signage and uniform patches to specifically identify your company as a Luxaire Performance Partnership Liberties dealer.

Consumer Lead Generation

You'll receive more qualified leads through TMP Worldwide's consumer media tracking and lead generation service. TMP monitors consumers' response to Luxaire print and

EXERCISE YOUR RIGHTS!

Take advantage of all the great Liberties programs available to you. Contact your Luxaire branch or distributor and sign up for the Luxaire Performance Partnership Liberties Plan today!

television ads by tracking their 800-number calls and reader response cards. Leads are then forwarded exclusively to the Liberties dealer located closest to the inquiring consumer. TMP also has a supply of product-specific brochures and will send the appropriate product or consumer pieces to consumers who respond to ads.

Online Business Analyzer and Marketing/Planning Tools

Luxaire Liberties dealers can now get help with business analysis, marketing, and planning, right at their fingertips. Luxaire's exclusive new online marketing/planning tool is available FREE to Gold and Silver Liberties dealers. It offers quick and easy help in formulating your marketing and business plans.

Also new is our exclusive online business analyzer, available only to Gold and Silver Liberties dealers. This subscription service collects your business and financial data, analyzes it, and generates a variety of reports and recommendations to aid you in your financial decisions.

Web Page Development

Luxaire's new Web page development service gives you an affordable way to create a presence on the Internet. For one low annual subscription fee, TMP Worldwide will build your Web page, including registration of your URLs, and post it on the Web. They'll also make copy, logo, and picture changes throughout the year at no additional cost. The result—a powerful new tool to promote your products and services, increase business, enhance customer service, generate new leads, and increase brand recognition.





LUXAIRE
PERFORMANCE
PARTNERSHIP
LIBERTIES
PLAN

Setting The Performance Standard.

LUXAIRE[®]
HEATING • AIR CONDITIONING

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