

# MCB10-116R MARKETING COMMUNICATIONS BULLETIN

**TO:** Residential Distributors  
**FROM:** Bonnie Heichelbech  
 Marketing Programs and Events Manager  
**DATE:** 03/02/2010  
**RE:** 2010 Spring Instant Rebate Promotion  
 Announcement

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We are pleased to announce the ***GO GREEN, SAVE GREEN! INSTANT REBATE PROGRAM!***

**Important Program Dates:**

- Rebate Enrollment ends March 19, 2010. Please use the enrollment form attached to this bulletin or download electronic version from eNORA.
- Program dates are April 1, 2010 through June 30, 2010 on ecoLogic™ Systems.
- Deadline to submit claims is July 31, 2010

**Canadian Distributors Please Note:**

- Rebates are in U.S. Dollars.
- If you would like to run your own program please have it pre-approved.

Following are the program details and rebate form.

# 2010 Spring Instant Rebate Promotion

**GO GREEN, SAVE GREEN! INSTANT REBATE PROGRAM!**

**On ecoLogic™ Systems this Spring**

**Promotional Period:** April 1, 2010 – June 30, 2010 (+31 days grace period)

**Qualified Brands:** Frigidaire, Maytag M1200, NuTone, Tappan, Westinghouse, Broan

**Qualified Products:** ecoLogic™ Systems

**Consumer Rebate Offer:** Up to \$1300

**Eligible Products:** Following are eligible model numbers – these must be sold in a matched system as outlined on the rebate form.

DF6SE, DF6SF	R4GE, R6GF	PSA4BF
FG7MQ	Q4SE	PSA4BI
FG7TC	P5RF	PSH4BF
FG7TL	Q5RF	PSH4BI
FS4BI	PGC2MQ	PDF2SE, PDF2SF
FS4BF	PGC2TC	PPH1SE
FT4BI	PGC2TL	PSH4BE+VS Indoor
FT4BE+VS indoor	PPG1GE, PPG2GF	PPH2RF
FT4BF	PPG2GE	PPA2RF

## Instant Rebate Product Qualification

One of the following complete systems, under the eligible brands, must be installed to get the instant rebate offer. Consumers can take advantage of the following *Go Green, Save Green* rebate offer, and earn 30% of installation costs (up to \$1500) in a Federal tax credit where indicated.

## ecoLogic™ Split System Application Rebate

The following *Go Green, Save Green* rebate offers also meet the federal tax credit requirements:

- \$1,300 on our complete system: iQ Drive H/P or A/C System & 97+ AFUE Modulating furnace w/coil and iQ Controller
- \$1,200 on our complete system:—iQ Drive H/P or A/C System & 95.1 AFUE 2-Stage Variable Speed furnace w/coil and iQ Controller
- \$800 on our complete system: 16 SEER AC or H/P & 97+ AFUE Modulating furnace w/coil (iQ Drive controller required on modulating furnace.)
- \$700 on our complete system: 16 SEER AC or H/P & 95.1 AFUE 2-Stage Variable Speed furnace w/coil and programmable t-stat

- \$600 on our complete system: 16 SEER AC or H/P & 95.1 AFUE 2-Stage Fixed Speed furnace w/coil and programmable t-stat
- \$600 on our complete system: 15 SEER H/P & 95.1 AFUE 2-Stage Variable Speed furnace w/coil and programmable t-stat
- \$500 on our complete system: 15 SEER H/P & 95.1 AFUE 2-Stage Fixed Speed furnace w/coil and programmable t-stat
- \$300 on our complete system: 15 SEER AC or H/P Small footprint Packaged System

The following *Go Green, Save Green* rebate offers have *some* products that meet the federal tax credit requirements:

- \$1000 iQ Drive® A/C or H/P system w/ iQ controller, 80 AFUE 2-Stage Variable Speed furnace or iQ Air handler w/coil
  - i. iQ Drive AC (all tons) with air handler meet tax credit requirements
  - ii. iQ Drive AC (2,3 tons) with furnace meet tax credit requirements
  - iii. iQ Drive HP (all tons) with air handler meet tax credit requirements
  - iv. iQ Drive HP (2 tons) with furnace meet tax credit requirements
- \$600 on our complete system: 16 SEER AC or H/P & 80 AFUE 2-Stage Variable Speed furnace w/coil and programmable t-stat
- \$500 on our complete system: 16 SEER AC or H/P & 80 AFUE 2-Stage Fixed Speed furnace w/coil OR Matched VS Air Handler and programmable t-stat
  - i. 16 SEER Heat Pumps(all tons) w/air handler meet tax credit requirements
  - ii. 16 SEER Heat Pumps (all tons) w/furnace meet tax credit requirements
  - iii. 16 SEER A/Cs (all tons) w/air handler or furnace meet tax requirements
  - iv. 16 SEER A/Cs (2-5 tons) w/furnace meet tax credit requirements
- \$400 on our complete system: 15 SEER H/P & 80 AFUE 2-Stage Variable Speed furnace w/coil and programmable t-stat
- \$300 on our complete system: 15 SEER H/P & 80 AFUE 2-Stage Fixed Speed furnace w/coil OR Matched VS Air Handler and programmable t-stat
  - i. FT4BE or PSH4BE Ton Heat Pumps (1.5-3.5) meet tax credit requirement only
- \$600 iHybrid™ Dual Fuel Packaged System and programmable T-Stat
  - i. 15 SEER iHybrid (all tons) meet tax credit requirements
- \$400 2-Stage Variable Speed Gas/Electric Packaged System and programmable T-Stat
  - i. 15 SEER Gas/Electric Pack (all tons) meet tax credit requirements
- \$400 14 SEER Variable Speed Heat Pump Packaged System and programmable T-Stat

## Participation Requirements

**REBATE ENROLLMENT** – Fall rebate participants are automatically enrolled for the Spring program. Distributors not wanting to participate should contact program administrator (636-561-7506 or [critess@nordyne.com](mailto:critess@nordyne.com)) to decline Spring program participation. Distributors not enrolled in the 2009 fall program must turn in a dealer enrollment form (Excel) by Friday, March 19, 2010 (attached to bulletin). Enrollment Forms can be downloaded from eNORA, or ask your RSM for the electronic form.

### REBATE FUNDING

Dealers must register product warranty for verification. Then complete a rebate form and submit with an itemized receipt of sale to the claim processing center. Upon verification NORDYNE will issue a credit to the distributor for 25% of the rebate cost. The distributor is responsible for issuing credit to the dealer.

### Payout Responsibilities for rebate are as follows:

- 50% Dealer
- 25% Distributor
- 25% NORDYNE
- Dist/Dealer Costs can not be co-oped

**LIMITATION** – New Construction, business and commercial properties DO NOT qualify for these offers. This is for residential replacement sales only.

**ADVERTISING** – Offers will be advertised on respective consumer web site home page during the offer period. The advertisement will identify participating dealers only. Consumers who installed qualified product prior to the special promotion are not eligible for the rebate.

### This is an INSTANT rebate and NOT a consumer check program.

1. Dealer should register product warranties then complete the rebate form making sure of the accuracy of serial numbers, product description and rebate amount. The Dealer will mail the rebate form and a paid sales receipt. The mailing address will be on the claim form.

**DELAYS** – Events that will slow this process are: incomplete information, duplicate serial numbers, non-NORDYNE sku/model numbers, no sales receipt, no claim form, duplicate claim forms, no claim number, and missing signatures of the consumer or dealer. Additionally, sales receipts should be itemized and identify the models sold. These will be put on hold or rejected until situation is resolved.

**MOST REASONS FOR REJECTIONS:** Non-qualified product, sale or installation is outside the date, claim is passed the deadline, instant rebate was provided. Consistent program abuse by any participant will result in them being removed from the program.

**ABUSE POLICY:** Dealers not participating in the program and actively promoting the rebate to homeowners will be reported to distribution for resolution. Should the issue go unresolved; the dealer could be reprimanded legally for false advertising, and may be liable for 100% of rebate plus damages related to brand reputation and homeowner expenses associated with the rebate. Dealers submitting claims for products that were sold or installed prior to the rebate program are considered fraudulent claims. This will result in the dealer being removed from the program. These examples of abuse are prosecutable by law.

**INSTANT REBATE CLAIM DEADLINES**

Rebate Period April 1 – June 30, 2010 Program

1. All sales must occur between April 1 – June 30, 2010 and installation of these products must take place on or prior to June 30, 2010.
2. ALL REBATE CLAIMS MUST BE RECEIVED BY THE PROCESSING CENTER BY JULY 31, 2010, REGARDLESS OF INSTALLATION DATE.

# INSTANT REBATE CLAIM FORM

IMPORTANT: DEALER MUST VALIDATE CLAIM WITH UNIQUE IDENTIFIER  
consumer initials-sale month-sale day- dealer initials (example: CN-03-23-DN)

## Go Green! Save Green! Rebate Offer

OFFER ENDS June 30, 2010. CLAIMS MUST BE RECEIVED AT HEADQUARTERS BY July 31, 2010 TO QUALIFY FOR REBATE. TO AVOID DELAYS, BE SURE TO INCLUDE SERIAL NUMBERS FOR ALL QUALIFIED PRODUCTS

**Check one of the applicable system (see back of form for applicable models)**

- |   |  |
|---|--|
| <input type="checkbox"/> <b>\$1300</b> on our complete system: iQ Drive System & 97+ AFUE Modulating furnace w/coil & iQ Drive Controller               | <input type="checkbox"/> <b>\$600</b> iHybrid™ Dual Fuel Packaged System and programmable T-Stat   |
| <input type="checkbox"/> <b>\$1200</b> on our complete system: iQ Drive System & 95.1 AFUE 2-Stage Variable Speed furnace w/coil & iQ Drive Controller. | <input type="checkbox"/> <b>\$500</b> on our complete system: 16 SEER system & 80 AFUE 2-Stage Fixed Speed furnace w/coil OR Matched Air Handler & programmable t-stat                   |
| <input type="checkbox"/> <b>\$1000</b> iQ Drive® system w/ iQ Drive controller, with matched air handler or 2-Stage VS 80 AFUE Furnace                  | <input type="checkbox"/> <b>\$500</b> on our complete system: 15 SEER HP & 95.1 AFUE 2-Stage Fixed Speed furnace w/coil & programmable t-stat  |
| <input type="checkbox"/> <b>\$800</b> on our complete system: 16 SEER system & 97+ AFUE Modulating furnace w/coil (iQ Drive controller required)        | <input type="checkbox"/> <b>\$400</b> on our complete system: 15 SEER HP & 80 AFUE 2-Stage Variable Speed furnace w/coil & programmable t-stat   |
| <input type="checkbox"/> <b>\$700</b> on our complete system: 16 SEER system & 95.1 AFUE 2-Stage Variable Speed furnace w/coil & programmable t-stat.   | <input type="checkbox"/> <b>\$400</b> 2-Stage Variable Speed Gas/Electric Packaged System and programmable T-Stat  |
| <input type="checkbox"/> <b>\$600</b> on our complete system: 16 SEER system & 80 AFUE 2-Stage Variable Speed furnace w/coil & programmable t-stat      | <input type="checkbox"/> <b>\$400</b> 14 SEER Variable Speed Heat Pump Packaged System and programmable T-stat   |
| <input type="checkbox"/> <b>\$600</b> on our complete system: 16 SEER system & 95.1 AFUE 2-Stage Fixed Speed furnace w/coil & programmable t-stat       | <input type="checkbox"/> <b>\$300</b> on our complete system: 15 SEER HP & 80 AFUE 2-Stage Fixed Speed furnace w/coil & programmable t-stat OR Matched Air Handler & programmable t-stat |
| <input type="checkbox"/> <b>\$600</b> on our complete system: 15 SEER HP & 95 AFUE 2-Stage Variable Speed furnace w/coil & programmable t-stat          | <input type="checkbox"/> <b>\$300</b> on our 15 SEER small footprint packaged AC or HP system  |

Brand of Equipment:

Packaged System Serial/Model No. or Indoor Coil Serial

Outdoor AC or HP Serial/Model No.

Indoor Furnace or Air Handler Serial/Model Number

### Buyer Information

Consumer name (Please print clearly)	HVAC dealer business name
Consumer street address	HVAC dealer contact name
City / State / Zip	Dealer phone number including area code
Consumer phone number including area code	Make check payable to:
Consumer date of installation:        /        /2010	Consumer Signature
HVAC Distributor (dealer must identify):	

### BE SURE TO INCLUDE COPY OF ITEMIZED PAID INVOICE & USE UNIQUE CLAIM IDENTIFIER

Dealer must return Copy of Rebate Form along with a copy of the itemized paid invoice to:

Nordyne Spring 2010 Rebate  
Dept. 7038  
PO Box 5010  
Stacy MN 55078-5010

**Be sure to assign unique identifier at top of claim or it will not get processed!**

**See back for Terms and Conditions.**

To check status of claim, contact the Consumer Rebate Processing Center at 1-877-839-9935.  
Allow 4-6 Weeks For Processing.

## TERMS AND CONDITIONS FOR GO GREEN! SAVE GREEN ECOLOGIC INSTANT REBATE OFFER

1. Program runs from April 1, 2010 to June 30, 2010. Claims must be received by July 31, 2010 to qualify for rebate. (This is an instant rebate not a consumer check rebate.)
2. Limit one rebate per complete system installed. (Additional complete systems are eligible for a rebate).
3. Dealer is responsible for submitting the rebate form along with the itemized sales receipt. Itemized receipt needs to identify models or serial numbers of products purchased.
4. Purchase and installation must be made between April 1, 2010 to June 30, 2010 and must consist of a valid, qualified product indicated on the front of this form and include specific model and serial numbers.
5. All Split System Air Conditioner or Heat pump products must have a matched indoor coil or air handler.
6. All items purchased must be itemized and listed on the invoice to qualify for the rebate.
7. Not responsible for lost, late, damaged, misdirected, incomplete, incorrect or illegible mail or for postage-due requests.
8. Rebate offer good only with residential replacement. Rebate not available to builders or business installations.
9. Warranty registration required.
10. Void where prohibited, taxed or restricted.
11. Only Qualified models are eligible for the rebate (See below.)

### QUALIFIED ecoLogic MODEL Combinations:

A complete system is defined as same brand of indoor and outdoor units that consists of the split system (outdoor air conditioner or heat pump) and (indoor system) furnace w/ matched coil OR air handler, and a programmable thermostat. The following Outdoor/Indoor models are eligible.

Outdoor:	20+SEER iQ Drive:	FS4BI, FT4BI, PSA4BI, PSH4BI
	16 SEER:	FS4BF, FT4BF, PSA4BF, PSH4BF
	15 SEER:	FT4BE, PSH4BE
Indoor:		
Modulating Furnaces:	97+ AFUE	FG7MQ or PGC2MQ
2-Stage Variable Speed furnaces:	80 AFUE	FG7T(A,K)-VS OR PGC2T(A,K)-VS
	95+ AFUE	FG7T(C,L)-VS OR PGC2T(C,L)-VS
2-Stage Fixed Speed furnaces:	80 AFUE	FG7T(A,K) OR PGC2T(A,K)
	95+ AFUE	FG7T(C,L) OR PGC2T(C,L)
Air Handler:	15-24.5 SEER	B4VM, B5VME or PAH2VM, PAH2VME MB6VM, C6 Coils
Packaged systems are self-contained and only the following models are part of the rebate.		
Large Packaged Equipment		Q4SE, PPH1SE, R#G(E,F), PPG#G(E,F), PDF2S(E,F), DF6S(E,F),
Small Packaged Equipment		P5RF, Q5RF, PPH2RF, PPA2RF

©2010 NORDYNE, 8000 Phoenix Parkway O'Fallon, Missouri 63368 (Do not send rebate claims to this address. The rebate claim address is on the front of the form.)

