

July 15, 2022

To: All Kohler Residential and Power Products Dealers

Attn: Principals, Sales Managers & Kohler Sales Representative

7-Year Residential Comprehensive Warranty Promotion

KOHLER is pleased to announce the introduction of a 7-Year Residential Comprehensive Warranty. To kick-off this new comprehensive warranty, Kohler is launching a consumer facing promotion beginning July 18, 2022 - September 15, 2022.

Key Information:

- **WHO CAN OFFER:** Kohler Residential Direct Dealers
 - Does not include retail or wholesale
- **WHAT:** Free 7-year residential comprehensive warranty on Air-Cooled Product
 - 10RESV(L), 12RES, 12RESV(L), 14RESA(L), 14RCA(L), 20RESC(L), 20RCA(L) generators
- **WHEN:** July 18, 2022 – September 15, 2022
- **WHO QUALIFIES:** Any customer in the U.S.A or Canada who requests a free quote through the landing page online form, calls the promotional phone number, or contacts a qualifying Kohler Direct Dealer; additionally, customer must purchase a qualifying* KOHLER residential generator between 7/18/22 – 9/15/22 through an authorized Kohler Direct Dealer
 - Note, product does not need to be installed within this time-period but would need to be purchased; proof of purchase will be required to receive this offer
 - Cannot be combined with other offers including DRC promotions
- **MESSAGING:** “Now Available with Free 7 Year Comprehensive Warranty, Valued up to \$695.”
- **HOW:** Dealers will be provided a 7-Year Residential Warranty Activation Form that customers will submit to have the free comprehensive warranty applied; no need to charge the customer upfront. Generator must be installed and activated prior to form submission. Homeowner cannot register their own warranty. Activation forms must be submitted by December 31, 2022. by July
 - **Activation form and warranty information available in Power Press and Kohler Generator Portal by July 22, 2022**

*QUALIFYING PRODUCTS: KOHLER 10RESV(L), 12RES, 12RESV(L), 14RESA(L), 14RCA(L), 20RESC(L), 20RCA(L) generators.

Please feel free to contact dealer.advertising@kohler.com or your area representative with questions.

Sincerely,

Victoria Marr
Channel Manager - Dealer