

## Amana Brand 2017 Consumer Financing Program – US ONLY

### Eligible Participants and Timing:

This program is eligible for a licensed independent Amana Heating and Air Conditioning Brand Dealers in the U.S. ONLY. The 3% standard buy down will run year-round, but claims must be submitted by the end of each quarter per the guidelines below.

- U.S. Homeowner must purchase eligible equipment and execute a consumer financing contract with an EGIA lender between **October 1, 2017 and December 31, 2017**.
- Licensed independent dealer must **install qualifying equipment between October 1, 2017 and December 31, 2017**.
- All consumer financing contracts **must be funded by EGIA by January 15, 2018**.
- All buy down **rebate claims must be submitted by January 15, 2018**.
  - Late claims will be paid out at 50% of the dealer rebate amount only for a short period after the initial deadline. Any late claims will be paid at Goodman Manufacturing's discretion.

### Standard Amana 3% Financing Buy Down - Qualifying Amana Brand Equipment

- Installation of a complete Amana Brand HVAC "system" is not required. See eligible product matrix\* for full details.
- To qualify for the Amana Brand 2017 financing buy down, the consumer financing contract must include either:
  - **An AVXC20, AVZC20, AVZC18, ASXC18, ASZC18, ASXC16, ASZC16, ASX16, ASZ16 Outdoor Unit OR**
  - **An AMVM97, ACVM97, AMVC96, ACVC96, AMVC8, ADVC8, ACVC8 Furnace OR**
  - **An AVPTC, AVPVC, AVPEC, MBVC Air Handler OR**
  - **An APG16M, APH16H, APH16M, APC15H, APD14M Packaged Unit**

### Standard Amana 3% Financing Buy Down through EGIA

- Consumer financing buy down is fulfilled by a **3% rate rebate to the Amana Brand Dealer** for eligible equipment\* on any approved plan type.
- If the standard dealer discount rate is less than 3%, the rebate will be calculated based on that lower discount rate.
- Example below:
  - Amount Financed: \$12,500
  - Standard Dealer Discount Rate: 7.25% = \$906.25 discount rate amount paid by dealer
  - Amana Brand Discount Rate participation rebated to dealer: **3.0% = \$375**
  - Net Promotional Dealer Discount Rate: 4.25% or \$531.25 net amount paid by dealer
- **Amana buy down can be applied across any EGIA plan type with any EGIA lender.**
- Financing offers apply only to Amana Brand qualifying equipment\* financed under the EGIA program.

**Additional Amana Winter 18+ SEER System Financing Buy Down (October 1, 2017 – December 31, 2017)**

- System-based financing buy downs will be offered only on **complete Amana brand 18+ SEER systems** that contain an 18+ SEER outdoor unit (either AVXC20, AVZC20, ASCX18, ASZC18, ASZC18 models) plus a high-efficiency indoor unit (either AMVM97, ACVM97, AVPTC, AVPVC, AVPEC models) installed October 1, 2017 – December 31, 2017. Amana Brand Dealers will not be required to re-enroll with EGIA to submit claims.
- Amana Brand Dealers will be able to use the following financing offer:
  1. **12 Months No Interest, No Payments:** A 6% rebate of the contractor fee, for any EGIA lender offering the plan. Rebate does not include credit card processing fee. Eligible EGIA plans include, but are not limited to:
    - Plan **EG862** (Enerbank)
    - Plan **3128** (GreenSky)
    - Equivalent FTL plan (if available)
- For all other eligible equipment, Consumer Financing buy downs will continue to be fulfilled by a 3% rate rebate to Amana Brand Dealers for any consumer financing contract during the program period through EGIA. This includes both installment loans and revolving account loans (Wells Fargo) and is not limited to specific plan numbers. Rebate does not include credit card processing fee.

**Consumer Financing Details:**

- Amana 2017 Consumer Financing Plan(s) buy downs are available in the U.S. through EGIA only.
- Amana Brand Dealer must be approved and in good standing with EGIA prior to offering Amana brand Financing Offers to Homeowners.
- Finance contracts are subject to a \$15,000 maximum retail sale amount.
- Sales amount used to calculate financing buy down rebate excludes taxes.
- All EGIA plans are subject to applicable origination fees and credit card processing fees.
- Homeowners are subject to credit approval by EGIA or their approved lenders.

**EGIA Rebate Claims Process**

- Amana Brand Dealer is "funded" by EGIA for each qualifying job, less appropriate EGIA discount cost plus any applicable credit card processing fee.
- **Amana Brand Dealer is responsible for submitting the consumer financing rebate claim and all supporting paperwork to EGIA by January 15, 2018.**
- Consumer Finance rebate claims will be **entered online at [www.egia.org/amana](http://www.egia.org/amana).**
- All required consumer financing back-up paperwork must be sent to EGIA via [www.egia.org/amana](http://www.egia.org/amana) by the Amana Brand Dealer. EGIA or Amana Brand Heating and Air Conditioning are not responsible for lost/missing paper work.
- All jobs submitted under the Amana 2017 Consumer Financing program must be funded by EGIA by 7/15/2017.
- **Please contact EGIA at 888-691-0387 with questions on the dealer enrollment or rebate claims process.**

**\*Eligible Product Matrix:**

Finance Contract must include EITHER a high efficiency outdoor unit from the list below OR a high efficiency indoor unit from the list below. Installation of a complete “system” is not required.

Outdoor Units		Indoor Units		Packaged Units
Air Conditioners	Heat Pumps	Furnaces	Air Handlers	Models
AVXC20	AVZC20	AMVM97 <b>OR</b> ACVM97	AVPTC	APG16M
	AVZC18	AMVC96 <b>OR</b> ACVC96	AVPVC	APH16H
ASXC18	ASZC18	AMVC8, ADV8 <b>OR</b> ACVC8	AVPEC	APH16M
ASXC16	ASZC16		MBVC	APC15H
ASX16	ASZ16			APD14M

Only models highlighted in yellow qualify for the Winter 18+ SEER System Financing Buy Down, which does require complete systems to qualify.

**Advertising Guidelines:**

If an Amana Brand Dealer plans to advertise one of the Amana 2017 Consumer Financing Programs, **the following disclaimer is required PLUS additional disclaimers regarding the specific financing plan.** Plan specific advertising disclaimers are available directly from EGIA and its lenders.

**Financing Advertising Disclaimer – Required Language**

The consumer finance program is separately administered by EGIA (Electric & Gas Industries Association). This information is only a summary of current terms of the program. Program is subject to change at any time at Goodman Manufacturing or EGIA’s decision. Other financing plans and programs are also available. See your independent Amana Brand Dealer for complete financing eligibility, dates, details and restrictions for all financing programs.

**Depending on the installment finance program featured, please include plan specific disclaimers provided by the actual lender.**

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