



## Frequently asked questions about upcoming product warranty changes

### **Q What are the warranty changes?**

A For Whirlpool brand and value brands in the U.S., parts and labor are covered for the first year after purchase. This means coverage is “top to bottom” for one year on most products. Some components have in the past had extended warranties; those will be standardized to the one year warranty that covers virtually the entire appliance. As in the past, certain components may be excluded or covered for a shorter period of time.

Additionally, for Whirlpool brand, KitchenAid brand and value brands, most product warranties are being retitled from “Full” to “Limited” due to a change in terms of implied warranties that exist under certain state laws.

### **Q What are the exceptions to this change?**

A KitchenAid is a premium appliance brand, and, consistent with that positioning in the marketplace, will retain its current warranty coverage with a few minor exceptions (see below.) Also, there will still be an extended limited warranty on air conditioners. Certain other Whirlpool and KitchenAid brand products may be excluded from these changes as well.

#### *Changes to KitchenAid product warranties:*

- Ice makers – “Light commercial use” will no longer be considered part of “normal use.”
- Compactors – A 30-day limited warranty on charcoal filters and air fresheners will be added to help clarify coverage on these components.
- Ovens and ranges – the 2<sup>nd</sup> – 10<sup>th</sup> year limited warranty on porcelain oven cavities and inner door liners will be eliminated (except on Steam Assist ovens.) This changes makes the warranty more consistent with the industry’s standard.

Ceramic cooktops - Due to improvements in ceramic glass, the 2<sup>nd</sup>-5<sup>th</sup> year limited warranty related to discoloration of the cooktop will be eliminated.

### **Q Why is Whirlpool making these changes?**

A Whirlpool routinely reviews its product warranties to ensure that they are competitive and appropriate based on market conditions and other trends. The specific warranty changes are a win for consumers, trade customers, shareholders and the company (please reference internal announcement for more details.)

### **Q Why are warranties changing from “full” to “limited?”**

A. This is required due to a change in the duration of implied warranties that are created under certain state laws. Whirlpool has limited the duration of implied warranties to one year in most cases, where allowed by law. This change requires retitling the warranty from “Full” to “Limited”.

### **Q When will this change take effect?**

A The new warranty will apply to most Whirlpool, KitchenAid, Roper, Estate and Inglis products and categories manufactured on or after Nov. 1, 2005.



**Q How do these changes affect current consumers?**

A There is no effect on consumers who own products manufactured by Whirlpool before November 1, 2005.

**Q How will this change affect trade customers?**

A Whirlpool's new warranty continues to provide one year parts and labor coverage. This standardization will make it easier for trade customers to explain the warranty to consumers. Consumers who want more coverage will have the option of purchasing an extended service plan from retailers.

**Q How does this change support innovation and customer loyalty?**

A Resources freed up can be directed toward consumer-relevant innovation, after-purchase product support via the CXC and robust product design. We know that quality is the number-one driver of the purchase decision, so focusing on quality improvement is a big win for the consumer and Whirlpool.

**Q Are competitors making similar warranty changes?**

A Whirlpool made this decision independently of other appliance manufacturers actions, but we do know that comparable warranties are already in place and accepted by consumers in a wide range of industries, such as electronics, computers and automobiles.