



THE RIGHT CHOICE

MILLIONS AND MILLIONS OF REASONS



Air Conditioning & Heating

Thank goodness for Goodman.®

We are a unique type of company.
And we think you'll agree.

Goodman[®]

Air Conditioning & Heating



A common heritage from day one

Millions and millions of products have been manufactured over the years by a company unique to the HVAC industry – a company founded by a dealer.

So, it should be no surprise that this company is responsible for one of the fastest-growing brands in the HVAC marketplace today. More and more independent HVAC dealers depend on the Goodman[®] brand.

While there are many reasons that the company has grown in stature, one thing has not changed since day one. The

company founded by a dealer continues to *think* like a dealer.

Sharing the same strategic goals as nearly every HVAC dealer in North America, we know that a good reputation and customer trust are two essential elements that you must earn each and every day. And, like most HVAC dealers, the Goodman brand leadership team is focused on providing the best products, support programs and services in the HVAC marketplace.

The entire Goodman brand organization has always put our dealers

first. That's because the dealer is the most important part of the HVAC sales experience. Everyone involved with the Goodman brand is very focused upon providing our customer with an outstanding experience. And our DealerFirst program reflects the fact that a satisfied customer is our most important asset.

DealerFirst[™]

Complementing your business

The business plan for the Goodman® brand purposely does not include a massive national advertising program that attempts to create a brand awareness level with a few residential homeowners. Instead, this money is invested into product quality programs and is made available to you, our customer, for assistance in the development of programs that help to increase awareness of your business and your sales. Simply stated, we would rather help support your business growth than try to convince homeowners to select a brand first and a dealer second. In specific product categories, such as the infrequent purchase cycle for HVAC, creating awareness for *your* business is critical to *your* success. Increasing your company's awareness in your marketplace is important to us.

We would rather support your business

by using our brands to complement your company. It's just one way we can demonstrate that we are more interested in helping you to grow your business rather than promoting our company and passing that expense to you through the price of our products. When homeowners are in need of HVAC services they look to you, first and foremost. The brand that you offer should reinforce your expertise and your ability to provide outstanding customer service. No HVAC brand or manufacturer should attempt to dictate to you how best to run your business.

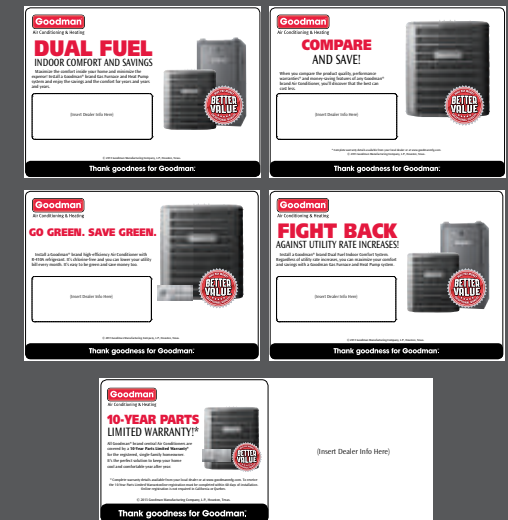
Other HVAC manufacturers may try to tell dealers the best way to run their business and may dictate strict guidelines that could actually cripple your ability to successfully increase sales.

Extensive marketing support

Dealers will find a wealth of marketing support programs available from the Goodman brand. All materials are designed to allow maximum space and time for the dealer to include a sales message and contact information. In nearly every media option, you will have a minimum of 50 percent of the space or time needed to promote your advertising message. Unless you have the space and time to adequately promote your own specific business, using manufacturer-created materials provide only negligible support for your business growth. All marketing support materials are conveniently located on our web-based information system, PartnerLink. There you will find a myriad of marketing support materials that can easily be customized to maximize the effectiveness of every communication program that you create.

When you choose to use factory-created marketing support materials, it will require less time for the creative process and you will be provided with a proven 'homeowner hook' that will help spark interest and call attention to your marketing efforts.

Check with your local distributor regarding any potential accrual funds or co-op reimbursement policies.



Here is just a partial list of the materials available for your use:

- Product Literature
 - Technical
 - Consumer
 - Custom Product Literature
- Newsprint Advertisements
 - Assorted Sizes and Sales Messages
- Broadcast Radio
 - Jingle and Music Beds
 - Pre-Recorded Commercials
 - Live Announcer Scripts
- Broadcast Television
 - Commercial Shells
 - Video and Still Support
- Direct Mail
 - Flyers, Postcards and Invoice Stuffers
 - Door Hangers
 - Outdoor Billboards
 - Product, Technical and Business Training
- Trade Show Support
 - Graphics and Posters
 - Full-Size Booths or Table-Top Displays
- Fleet Graphics
 - Truck and Van Kits
 - Individual Logos
- Website Support
 - Website Assistance
 - SEO/SEM/Lead Generation



Strategic Branding

Unlike some HVAC manufacturers, the Goodman brand has a clearly established and successful brand position. In short, the Goodman brand offers homeowners refreshingly affordable heating and cooling systems. The Goodman brand is accurately positioned for homeowners seeking high-quality heating and cooling products coupled with a value-priced cost benefit. We believe that this brand strategy is very strong and resonates very well with homeowners. It's just one of the many reasons that the Goodman brand has been recognized as one of the fastest-growing brands in the HVAC marketplace. No homeowner wants to spend exorbitantly for heating and cooling products. They do, however, expect the highest possible level of performance and quality. And that's the benefit the Goodman brand brings to the marketplace. And that is why millions and millions of homeowners say **"Thank goodness for Goodman."**

Goodman[®]

Air Conditioning & Heating

Testing, testing, testing

We take great pride in all of our products, relying on strict quality-driven processes to help ensure that each component and the final assembled product meets or exceeds our customer's expectations. On the assembly line, we leak-test every single unit at least three times during the manufacturing process and run-test each and every unit before it's shipped from our facilities.

We also employ the rigors of six Sigma principles to challenge ourselves constantly to improve both our product design and our manufacturing processes.

This continued commitment to quality manufacturing operations helps ensure the successful installation of our products.

We do all this because anything less would not be worthy of your quality standards.

Goodman® brand products

Here are some examples of the limited warranty protection coverage:

- 10-Year Unit Replacement Limited Warranty* *on selected gas furnace models*
 - If the heat exchanger fails in use at the registered, single-family homeowner's residence, within the first decade after installation, a new furnace will be provided at no charge.
- Lifetime Compressor Limited Warranty* *on selected models*, good for as long as the purchaser owns his/her home.
 - If the compressor fails while in use at the registered, single-family homeowner's residence, a new compressor will be provided at no charge.
- Lifetime Heat Exchanger Limited Warranty* *on selected gas furnace models*, good for as long as the purchaser owns his/her home.
 - If the heat exchanger fails in use at the registered, single-family homeowner's residence, a new heat exchanger will be provided at no charge.
- 10-Year Parts Limited Warranty*
 - Included on all residential heating and cooling products regardless of SEER or AFUE rating.

Limited Warranty* Protection

Beyond the standard warranty coverage available, dealers can also purchase a variety of extended service plans directly from their local Goodman brand distributor.



*Complete warranty details available from your local dealer or online at www.goodmanmfg.com. To receive the, Lifetime Compressor Limited Warranty and Lifetime Heat Exchanger Limited Warranty (in each case, good for as long as you own your home), 10-Year Unit Replacement Limited Warranty and 10-Year Parts Limited Warranty, online registration must be completed within 60 days of installation. Online registration is not required in California or Quebec.



Product features and benefits

The Goodman® brand offers a full line of air conditioners, heat pumps, gas furnaces, air handlers/coils, and packaged products. It is easy for you to sell an entire branded indoor comfort system to your customers. If you agree that heating and cooling systems should be designed and built for easy installation and maintenance, then you will truly enjoy selling and installing the Goodman brand of HVAC systems.

As you review the list of components that we select for the Goodman brand, you may recognize many of the same brand-name components used by the highest-priced HVAC brands.

Here are just a few of the features that you may find on many of our products*:

Split System Products

- Copeland® UltraTech® High-Efficiency Scroll Compressors
- High-Quality Compressor Sound Blanket
- Factory Installed Liquid Line Filter Drier
- 5mm SmartCoil™ Condenser Coils
- Steel Louvered Coil Guards
- Top and Side Compressor and Tubing Access

- Unique Sound Control Venturi Design
- Sweat Connection Service Valves
- Crankcase Heater
- Suction Line Accumulator
- Single-Panel Controls Access
- Contactor and Ground Lug Connections
- Powder Paint Finish with 500-Hour Salt Spray Approval
- High and Low Pressure Switches
- AHRI-Certified Performance Ratings
- SmartShift™ Defrost Technology

Gas Furnaces

- Unique Dual-Diameter Tubular Heat Exchanger
- Modulating, 90+% AFUE, 80% AFUE
- Silicon Nitride Igniter with Patented Adaptive Learning Control
- Control Board with Self-Diagnostics
- Color-Coded Low-Voltage Terminals
- Convenient Left or Right Connection for Gas and Electric Service
- Extra Low Fan Constant Fan Setting

- Auto-Comfort Mode for Enhanced Dehumidification
- Fully Insulated Heavy-Gauge Steel Cabinet
- Foil-Faced Insulation Liner in Heat Exchanger Box
- Airtight Solid Bottom for Side-Return Installations
- Compliance with California NOx Emission Standards
- Energy-Saving Circulator Blower Motor
- Designed for Multi-Position Installations

Residential Packaged Products

- Energy-Efficient Compressors
- Award Winning Dual-Diameter Tubular Heat Exchanger
- Copper Tube/Aluminum Fin Coil
- Louvered Condenser Coil Protection
- Fully Insulated Air-Handling Compartment
- Convenient Single Side Access Panels

Air Handlers/Coils

- All-Aluminum Tube/Fin Coil
- Suitable for either R-22 or R-410A Refrigerant Use

- Check Flowrater Expansion Device/TXV

ComfortNet™ Indoor Comfort Communicating Systems

- Simplified Wiring
- Built-In Dehumidification
- Automatic Setup
- Easy Dual Fuel Hookups
- Active On Board Diagnostics
- Premium Feature Set



Additional Information

Before purchasing this appliance, read important information about its estimated annual energy consumption, yearly operating cost, or energy efficiency rating that is available from your retailer.

*Features listed are representative of the entire product line and not available on all models.

North American distribution

It's easy to find a distributor location near your business offering the Goodman brand of HVAC equipment. With a growing number now approaching 1,000 distributor store locations, our distribution network is strategically aligned to make certain that we provide local service to as many dealers as possible. Our distribution operations are comprised of both independent and company-operated stores, and more store locations are planned this year and next year, too.

Our logistics center, located in Houston, Texas, coordinates inventory levels and shipping schedules to make certain that all distribution locations contain the right mix of products, parts, and supplies

needed in the location of your business. A central logistics center allows us to quickly restock all stores when the weather is creating peak demand.

American pride, manufacturing, global sourcing

Goodman brand manufacturing plants are located in Texas and Tennessee. Although our manufacturing facilities are based in North America, we purchase components and raw materials from around the world. Global sourcing allows us to maintain our competitive cost structure.

As a leading manufacturer of HVAC products in North America, we must seek out suppliers and vendors who can provide the highest quality, most

durable and reliable components coupled with a steady, uncompromised flow of raw materials. We believe that this process offers dealers the best that the world has to offer with regard to high-quality HVAC products.



Proudly Assembled in Texas and Tennessee



Global sourcing.
American pride.

Goodman: The recognized industry leader

Every Goodman® brand heating and air conditioning system is designed, engineered, and manufactured with pride. All employees follow strict, quality-driven processes to ensure that all Goodman products offer the legendary performance that has made the brand a recognized leader in the industry. This attention to quality has resulted in the Goodman family of companies becoming the second largest unit manufacturer of residential air conditioning and heating systems in North America.

Heat transfer experts

When you think about it, the efficient movement of heat is a basic premise of the HVAC industry. Whether it's the removal of heat in conjunction with cooling products or the creation

of heat for warmth, the HVAC world revolves around the thermodynamics of heat transfer.

The Goodman brand offers a full line of heating products including residential gas furnaces, heat pumps, and packaged products. In nearly every product you'll find a variety of unique features that complement the goal that all Goodman brand products are designed to be easy to sell, install and maintain.

Goodman brand heat pumps offer outstanding standard enhancements on the entire line, regardless of tonnage or SEER levels. All Goodman brand gas furnaces feature a unique, award-winning, and incredibly durable tubular, dual-diameter heat exchanger. Residential Packaged and Commercial Packaged products utilize many of the same enhancements and durable features, too.

We design, engineer, manufacture and test every heating

product to make certain that we provide you with the best value possible. Further, every unit is run tested before it leaves our manufacturing facilities.

Our definition of best value is the optimum combination of reliability, dependability, availability, efficiency, performance, and price. Our company was founded by a dealer. We're certain that HVAC dealers continue to seek the best value from both HVAC manufacturers and distributors today.

So, when you're looking for the brand that offers more choices, simply look to the Goodman brand. For full information on the Goodman brand, be certain to visit www.goodmanmfg.com.

Daikin: The premium brand industry leader

Daikin Industries, Ltd. (DIL) is a global Fortune 1,000 company which celebrated its 90th anniversary in May 2014. The company is recognized as the largest HVAC (Heating, Ventilating, Air Conditioning) manufacturer in the world. DIL is primarily engaged in developing indoor comfort products and systems and refrigeration products for residential, commercial and industrial applications. Its consistent success is derived, in part, from a focus on innovative, energy-efficient and premium quality indoor climate and comfort management solutions.



a member of **DAIKIN** group

Our continuing commitment to quality products may mean a change in specifications without notice.

© 2014 Goodman Manufacturing Company, L.P. · Houston, Texas, USA

www.goodmanmfg.com