



**Daikin Dealer
Key Points**

Participant Guide



Daikin Ductless Single & Multi-Split Key Sales Points for Dealers

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Key Selling Points

- Get to know us (state your company information here)
- World's largest manufacturer of HVAC products
- Product design delivers a wide range of performance and reliability
- Industry leading energy efficiencies
- Precision zone control
- Inverter compressor delivers wide range of heating & cooling performance
- Ultra low sound levels
- Installation flexibility
- Industry leading warranties



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Distributor: Who Am I?

Note: Daikin's marketing is contractor focused vs. brand focused, world class contractor training

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Daikin Dominates

- **We are successful:** Largest HVAC-R manufacturer in the world
- **Longevity means we will be around to support you for a long time:** In business since 1924
 - Revolutionized the industry in 1982 with the introduction of the first "VRV" technological performance to HVAC equipment.
 - Focus on Daikin manufactured components i.e. (compressors g-type) boards and other components
- **High quality, comfort and low utility bills for your customers:** Industry leading technology
- **We have the experience:** Our products fit most applications (not just sun rooms)!: Over 1,000,000 ductless installations world-wide - tried and tested
- **We care like you do about the environment:** Environmentally friendly
 - Low carbon footprint in manufacturing process
- **We are experts!:** Our core business is heating and air conditioning
 - Tighter quality controls – less third party reliability to components

Every investment that we make goes back into better products and service for you

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Product Attributes & Design Flexibility

Attributes

- More jobs through design flexibility
- Increased profitability
 - Less material cost
- Reduced labor costs
- Daikin is the only company that makes every major component of its system
- The compressor, motors, and refrigerant are designed to work flawlessly with each other to maximize performance
- Daikin goes above and beyond the ordinary for fit, finish, and component quality—our stuff looks good, reduced homeowner concern over cost – get what you pay for, high quality
- Happy customers – good for reputation, fewer call backs!

Flexibility

- Never walk away from a job
- Every square foot of space remains usable in most cases
- Multiple units in single truck
- Fewer man hours to install
- Better instability
- Increased Profitability
- Less maintenance
- Serviceability
- Line set lengths up to 230 feet

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Leading Energy Efficiencies



- Increase your gross margin dollars per sale
 - Higher ticket item versus traditional ducted
 - Less commodity items per project (no ductwork)
 - Lower labor content per job
- Premium products with more features and benefits that separate you from your competition – which means easier to sell against competition

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Precision Zone Control

- No hot or cold spots in your home
- Room by room temperature control
 - “Keeps you comfortable, so there’s never an uncomfortable moment”
- True zoning - no bypass dampers (which wastes conditioned air the end user paid for)
- No additional sensors required
- No third-party controls
 - One-stop shop



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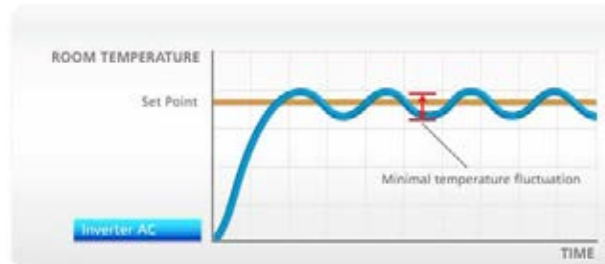
DAIKIN

Inverter Benefits

Single or two stage
compressor
technology



Daikin inverter
technology



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Inverter Benefits

- High efficiency in part-load conditions
- Very low startup amperage
- No locked rotor amps
- No stress on windings or compressor frame
- No “light flicker”
- Lubrication of bearings increases before speed increase
- System pressures increase gradually reducing noise and stress on piping
- Quiet compressor startup
- Fewer start/stop cycles
- As room temperature nears set point capacity is automatically “throttled down”

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Daikin Swing Compressor

Adopted cylinder structure is less susceptible to heat-transfer and deformation.



Single swing for size 9,000-12,000 Btu/hr
Double swing for size 15,000-32,000 Btu/hr

“Piston” with an integrated roller and blade reduces refrigerant leakage and increases efficiency.



Features

- Smooth rotation, little friction
- Smooth piston motion
- Few parts rubbing each other

Benefits

- High operation efficiency, energy savings
- Low vibrations, low sound levels
- High performance, high reliability

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Digitally Commutated (DC) Compressor

Digitally Commutated (DC) Motor

- Neodymium magnet in the rotor – 7 times stronger than ferrite
- Increased power & decreased energy usage



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Compressor Summary

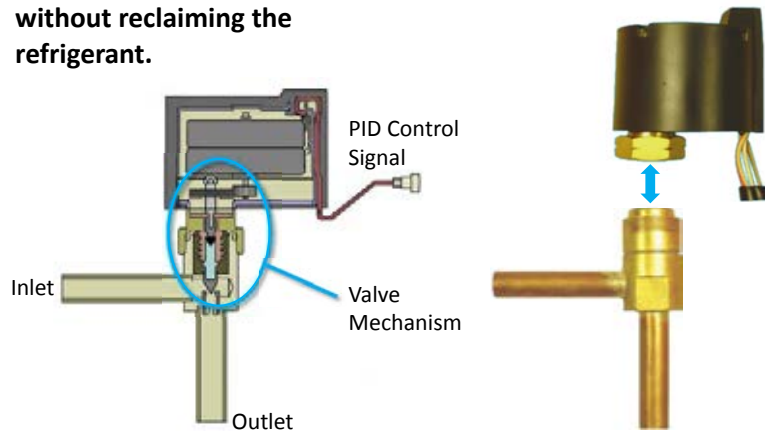
- An inverter is a variable speed drive that changes the electrical frequency being fed to a motor.
- When this technology is applied to a compressor's motor, we can easily vary the air conditioning system's operating capacity.
- Higher heating capacities due to inverter controlled compressor - up to 7200 RPM vs. 3200-3500 RPM.
- Think of the inverter drive controlling a compressor like a throttle pedal controls a cars engine.

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Daikin Difference: Electronic Expansion Valve

- Allows precision metering and you can change the head without reclaiming the refrigerant.



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Ultra Low Sound Levels

- Flexible installation
- More installation options
- Hang on side of wall
- Under decks
- Easier to sell
- Meets codes



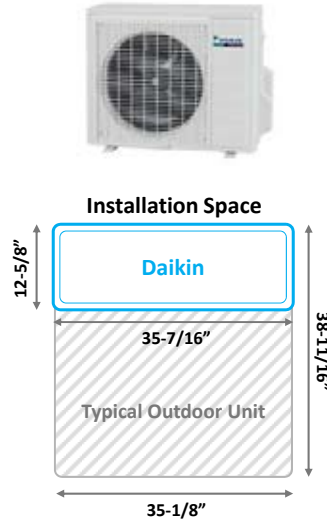
Sound level comparison

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Installation Flexibility

- Does not distract from home exterior landscaping – curb appeal
- Compact unit footprint
 - Keep more of your yard
- Industry leading aesthetics and practicality
- Zero lot line clearances
- Easy to mount off the ground







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Industry Leading Warranties

- Peace of mind
- The standard warranty provides a solid level of protection– the best warranty program in the ductless industry.

Product	Standard Warranties Compressor/Parts
LV Series Single Split, Quaternary, Multi-Split	 
KE Series	 

Please refer to warranty documents for full warranty conditions.

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How to be Successful Selling Daikin

Focus on:



Think bigger. Ductless is not a niche product.

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Not a Niche Anymore (Residential Examples)

Daikin provides a portfolio of products and services that cover a broad scope of the residential market from Spot Cooling/Heating needs to the Whole House with effective Zoning and Controls



- Dealer Resources, Tools and Sales Leads**
- Full array of Dealer development and support tools
 - Energy Savings Calculator, In Home Sales Guide, Library of YouTube Videos, Smartphone/Tablet App, Case Studies
 - Effective Dealer Loyalty Program with Dealer resources and Lead execution

- | | | | | |
|------------------------------------|-----------------------------------|--|--------------------------|---------------------------------------|
| Line Up, Solution Diversity | ▪ Good, Better, Best Product Line | ▪ Flexible selection of Indoor Unit for Zoning | ▪ User Friendly Controls | ▪ Ease of Install Indoor Unit Options |
| | ▪ Different Efficiency Options | ▪ High Efficiency | ▪ Ease of Replacement | ▪ Unit Options |
| | ▪ User Friendly Controls | ▪ Ease of Install | ▪ Cost Effectiveness | ▪ Flexible Piping |
| | ▪ Extended Warranty | ▪ Ease of Maintenance | ▪ Efficiency | ▪ Space Constrained |
| | | | ▪ Warranty | ▪ Quiet Operation |
| | | | ▪ Zoning Kit, EH Options | ▪ Limited Electric Load |

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Not a Niche Anymore

Residential Applications

- Whole house
- Renovations
- Additions
- Conversions
- New construction
- Retrofit
- Multi-family
 - Duplex
 - Condos
 - Mutlplex



Commercial Applications

- Classrooms
- Office space
- Medical offices
- Assisted Living
- Restaurants
- Dormitories
- Banks
- Elevator Rooms



The question is not where can you use Daikin, but where can't you use it?

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