



Product Bulletin

| Date | Subject | Department |
|-----------------|---|-----------------------------|
| April 6, 2020 | Gas Furnace Trade-In Allowance Program | Product Marketing |
| Bulletin Number | Product Model Number(s) | Author Name/Email |
| BY-103-20-17 | Gas Furnaces with a Polypropylene Heat Exchanger built from 1993-2011 | Braden Cook |

GAS FURNACE TRADE-IN ALLOWANCE PROGRAM EXTENDED FOR 2020-2021

Bryant is pleased to announce that the Gas Furnace Trade-in Allowance program has been extended for 2020 – 2021. Models included are the Bryant® brand 340A, 340M, 345M, 350A, 350M, 351D, 352A, 352M, 353A, 353B, 353M, 355A, 355B, 355C, 355M, and the Payne® brand condensing gas furnace models 490A, PG9M and PG9UAA.

Beginning May 1, 2020 and running through April 30, 2021, consumers that purchased a Bryant or Payne brand gas furnace manufactured between 1993 and 2011 and installed within the past 20 years that have experienced a polypropylene secondary heat exchanger failure are now eligible for a cash allowance directly from Bryant toward the purchase of a new, qualifying Bryant furnace. Dealers apply online for the trade-in allowance on behalf of the consumer. A MASTERCARD® Pre-paid Card for the applicable trade-in amount will be mailed by Bryant directly to the consumer’s home address. The pre-paid card will NOT be sent to the dealer. As the allowance is sent directly to the consumer as a MASTERCARD® pre-paid card, it should not be offered as an instant rebate by the dealer.

Eligibility Dates/Deadlines

- May 1, 2020 Trade-In Allowance program begins
- April 30, 2021 Trade-In Allowance program ends
(last day for Dealer to make a sale under the terms of this program)
- May 15, 2021 Dealer must complete installation by this date
- May 15, 2021 Last day to enter a trade-in allowance claim*

****Claims must be submitted by 6:00 pm Eastern Standard Time***



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There are three avenues a consumer may use when faced with a failed secondary heat exchanger from this series of products—

| Install Date | Option | Avenue | Result |
|-------------------------------------|---|--|---|
| All within 20 years of install date | Replace the secondary heat exchanger | 1993 – Week 18, 2008 follow SMB09-0024; Week 19, 2008 – Week 51, 2011 Standard Warranty processed through Service Bench | Dealer replaces the secondary at no cost to homeowner and receives up to four hours of labor and all associated parts necessary to replace the secondary ¹ |
| | Receive funds to apply to a new gas furnace | 1993 – Week 18, 2008 follow SMB09-0024; Week 19, 2008 – Week 51, 2011 Standard Warranty processed through Service Bench | Consumer may receive a \$200 parts allowance plus four hours of labor ¹ |
| | Trade-In Allowance | Gas Furnace Trade-In Allowance program through www.bryantpromotions.com | Consumer receives up to \$900 when purchasing a replacement gas furnace. Rebate sent directly to consumer in form of pre-paid card. |

¹See standard warranty documents for complete details

Trade-In allowances for the consumer are listed below. These are the only furnace models that qualify for the trade-in allowance. This allowance is contributed to from the factory and the distributor in the amounts shown below. Dealers are responsible for completing all allowance claims on behalf of the consumer. Distributors will be invoiced for their portion based on their dealers' claims.

| Eligible existing furnace changed out for a new: | Trade-In Allowance (sent to consumer as Pre-Paid Card) | Factory Portion | Distributor Portion |
|--|--|-----------------|---------------------|
| Preferred Series™ 926T | \$700 | \$600 | \$100 |
| Evolution System® 986T | \$800 | \$650 | \$150 |
| Evolution System® 987M | \$900 | \$700 | \$200 |

Gas Furnace Trade-In Allowance Program Dealer Guidebooks for 2020-2021 will be published and made available on the claiming website, www.bryantpromotions.com. These books provide complete program details and it is advised that each participating dealer retains a copy to ensure all procedures are followed.



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Eligible Installations and Products

- The existing secondary heat exchanger must qualify for warranty repair under the terms of the enhanced secondary heat exchanger warranty.
- The trade-in allowance may be offered only on the Bryant® brand 340A, 340M, 345M, 350A, 350M, 351D, 352A, 352M, 353A, 353B, 353M, 355A, 355B, 355C, 355M, and the Payne® brand condensing gas furnace models 490A, PG9M and PG9UAA.
- Regarding program deadlines, only qualifying Bryant gas furnaces purchased from participating dealers between May 1, 2020 and April 30, 2021 and installed by May 15, 2021 are eligible.
- Bryant furnaces purchased after April 30, 2021 do not qualify for the 2020-2021 High-Efficiency Gas Furnace Trade-In Allowance Program.
- If a furnace is purchased during the program period but has not been installed by May 15, 2021, the consumer is not eligible for the trade-in allowance.
- If a qualifying furnace is replaced by the installation deadline, but the dealer fails to submit the claim form by 6:00p Eastern Standard Time, May 15, 2021, the consumer will not be eligible for the trade-in allowance.
- Only the Evolution® Series, and Preferred™ Series condensing gas furnaces listed above qualify for a trade-in allowance.

This Trade-In program is not designed to be an active consumer promotion, as consumers and products are only eligible in the event of a secondary heat exchanger failure on the qualifying models. Bryant will not advertise this trade-in program. Further, dealers may not advertise this program. It should be offered only when a dealer encounters a failed secondary heat exchanger that is eligible for warranty repair. No co-op dollars may be used to advertise or promote this Trade-In Allowance Program.