

# TRANE'S 2014 TCS FINANCING PROGRAM



## GET READY TO BE UNSTOPPABLE ALL YEAR!

### TCS-EXCLUSIVE

- Financing offers that provide **YEAR-ROUND** Lead Generation and Closing Tools
- Move consumers from repair to replace and take price out of the equation with flexible financing and low monthly payments.
- This is **ONLY** available to TCS dealers, giving you the competitive edge you need to increase your 2014 sales.

### IRRESISTIBLE FINANCING OFFERS

No Interest  
If Paid In Full Within  
**15 Months**

— **OR** —

**8.9% APR Financing**

— **OR** —

**3% Dealer Subsidy on ANY Wells Fargo Offer**

For all the details, see Trane's TCS Year-Round Financing Promotion (SP401C), or contact your Trane Territory Manager.



*It's Hard To Stop A Trane.*

## TWO GREAT WAYS TO USE THIS PROGRAM!

	<b>NO INTEREST IF PAID IN FULL WITHIN 15 MONTHS</b>	<b>8.9% APR</b>
<b>Wells Fargo Discounted Rate</b>	<b>5.35%</b>	<b>5.05%</b>
<b>Points Reimbursed by Trane</b>	<b>4.35%</b>	<b>4.05%</b>
<b>Dealer Cost</b>	<b>1.00%</b>	<b>1.00%</b>

Only available on XV, XL, XR, Variable Speed Furnace/Air Handler Component and Ductless System sales.

**OR**

### **3% SUBSIDY ON ANY WELLS FARGO PROGRAM (EXAMPLES BELOW)**

	<b>5.9% APR</b>	<b>0% APR FOR 24 MONTHS</b>	<b>0% APR FOR 36 MONTHS</b>	<b>0% APR FOR 60 MONTHS</b>
<b>Wells Fargo Discounted Rate</b>	<b>7.50%</b>	<b>9.85%</b>	<b>12.30%</b>	<b>15.75%</b>
<b>Points Reimbursed by Trane</b>	<b>3.00%</b>	<b>3.00%</b>	<b>3.00%</b>	<b>3.00%</b>
<b>Dealer Cost</b>	<b>4.50%</b>	<b>6.85%</b>	<b>9.30%</b>	<b>12.75%</b>

Only available on XV and XL System sales.



# 2014 TCS Year Round Financing Promotion



January 1 - December 31, 2014

**Objective:**

Provide TCS dealers year-round financing offers to encourage consumers to purchase Trane high-efficiency products/systems. This also is a key TCS program benefit with access to competitive finance rates.

**Effective Period:**

January 1 - December 31, 2014

Install & Submit claims via TPCC within 30 days of the sale date

\*Install must be completed prior to entering the claim in TPCC

\*Financing Offers excluded for Lowe's & Home Depot sales

**Dealer Participation:** This program is available to TCS dealers only that are in good standing with and have a signed 2014 Dealer Agreement on file with the Gustave A. Larson Company. Dealers must be enrolled and in good standing with Wells Fargo.

**Program Details:** Consumers may be eligible for one of the following finance offers:

1. No Interest If Paid In Full Within 15 Months  
**OR**
2. Reduced Rate 8.9% APR with 1.75% Minimum Monthly Payment  
**OR**
3. Any Wells Fargo finance offer as stated on the Wells Fargo Price Sheet
  - Benefit: 3% dealer subsidy
  - XV and XLI systems only

***ALL OFFERS ARE MUTUALLY EXCLUSIVE AND MAY NOT BE COMBINED.***

**Financing offers apply only to Trane qualifying equipment (listed on the chart below) this is financed under the Trane/Wells Fargo program and will not apply to any incremental purchases/charges placed on the Home Projects® Visa® card issued by Wells Fargo Financial National Bank.**

Dealers are responsible for entering claims on TPCC. Incomplete claims and claims submitted more than 30 days after the date of sale will not be eligible for reimbursement.

**Qualifying Equipment & Sales**

Only Qualifying Equipment as defined in this Sales Plan are eligible for any of the above-stated program options. All offers are based on product availability. No substitutions or exceptions will be granted.

- Residential homeowners who purchase Qualifying Equipment from a participating independent Trane dealer within program dates.
- All installations must be located in the United States.
- Dealer sales to a builder without a direct homeowner purchase at the time of sale are not eligible.
- This specific sales plan excludes Lowe's and The Home Depot sales.
- May not be combined with any national consumer promotion, unless otherwise specified.
- See Chart on Page 2 for specific Qualifying Equipment, which must be installed with a Trane Control.



# CONSUMER Equipment Eligibility and Offer

Products are eligible based on availability and must be sold/installed/claimed during the promotion period.  
**No substitutions or exceptions.**

Eligibility is based upon a Trane comfort system configuration and use of Trane products.  
 At least one Trane Comfort Control must be included with each system/product purchase.  
 The eligible Trane products/systems are listed below.

## XLI SYSTEMS (must combine Outdoor Unit, Indoor Unit and Trane Control)

Model Family	No Interest If Paid in Full within 15 mo	3% Subsidy	Eligible Outdoor Model Numbers <i>(Outdoor unit must be combined with matching ELIGIBLE indoor unit &amp; control)</i>
XV20 System	X	X	4TWW0; 4TTV0
XV18 System	X	X	4TWW8; 4TTV8
XL20i System	X	X	4TWZ0; 4TTZ0
XL18i System	X	X	4TWW8; 4TTX8
XL16i System	X	X	4TTX6; 4TWX5
XR17 System	X		4TTR7; 4TWR7
XR16 System	X		4TTR6; 4TWR5

<i>Indoor unit must be combined with matching ELIGIBLE outdoor unit</i>	Eligible Variable Speed Indoor Model Numbers					
	Gas Furnace					Air Handler
	XC80	XV80	XV80i	XV90i	XV95/XC95(m)	
	TUD2-CV	TUD-9V	TUD2-FV	TUX2-FV	TUH2 TDH2 TUH3 TDH3 TUHM TDHM	TAM8 TAM7 GAM5

## PACKAGED SYSTEM (must combine Packaged System and Trane Control)

Model Family	No Interest If Paid in Full within 15 mo	3% Subsidy	Eligible Outdoor Model Numbers
XL16c Packaged System	X	X	4YCZ6, 4WCZ6, 4DCZ6
XL14c Packaged System	X	X	4WCY4, 4ICY4, 4DCY4, 4TCY4

## VARIABLE SPEED FURNACE/AH COMPONENT (must combine Component and Trane control)

Model Family	No Interest If Paid in Full within 15 mo	3% Subsidy	Eligible Outdoor Model Numbers
XC95, XC95m, XV95 VS Furnace	X		TUH3, TDH3, TUH2, TDH2, TUHM, TDHM
VS Air Handler	X		TAM7, TAM8

## DUCTLESS SYSTEMS (sold only to residential homeowners)

Model Family	No Interest If Paid in Full within 15 mo	3% Subsidy	Eligible Outdoor Model Numbers
Mini Splits	X		OUTDOOR: 4TYK6, 4TXK6, 4TXK8 INDOOR: 4MYW6, 4MXW6, 4MXW8
Multi-Splits	X		OUTDOOR: 4TXM6 INDOOR: 4MXW8, 4MXC85, 4MXL85, 4MXF85, 4MXD85, 4MXX85

## Advertising Support

See attached **kitchen table sell sheet** to utilize with your consumers.

- Advertising materials are available in a pre-written or customizable form through ComfortSite/Marketing Center/MARC.
- All advertising for this program must adhere to the guidelines defined herein and by the Gustave A. Larson Company. Advertising that does not follow these guidelines will not be eligible for Trane funding.

## Regulatory and Disclaimer Information

### Regulatory Information:

- Regulatory requirements for advertising “no-interest” option promotions:
  - The phrase “if paid in full” must be positioned prior to the length of the financing promotion.
  - Both the phrase “if paid in full” and the length of the financing promotion must be in the same type size as the phrase “no interest” or similar term, *for example*:
    - No Interest If Paid In Full Within 15 months
    - No Interest If Paid In Full By July 31, 2014
  - In close proximity to the “No Interest” headline/subhead the following must be clear and conspicuous:
    - Interest will be charged to your account from the purchase date if the purchase balance is not paid in full within the promotional period or if you make a late payment.
  - It is no longer possible to only advertise “No-interest option financing available” because it does not disclose the length of the financing promotion.
- Regulatory requirements for advertising “Reduced Rate APR” promotions:
  - A reduced rate promotion applies until the qualifying purchase is paid in full therefore no additional language is required in headlines or copy. As always, be sure to include the disclaimer.
- Regulatory requirements for advertising a monthly payment:
  - You must feature a specific item when promoting monthly payments (i.e. Trane HVAC Equipment)
  - In close proximity to the “monthly payment amount” headline/subhead the following must be clear and conspicuous:
    - Must include the total amount of payments to purchase the specific item and the time period to pay in full and the disclaimer.

### Disclaimer Information

- Must be included in all advertising mentioning this offer (add promotion dates to below).
  - 8.9% APR or No Interest If Paid in Full within 15 Months
    - If using generic language that does not mention an APR, payment, or term for financing offer.
      - Broadcast (TV/Radio)
        - See your participating independent Trane dealer or visit Trane.com for complete program eligibility, dates, details and restrictions.
      - Print
        - See your participating independent Trane dealer or visit Trane.com for complete program eligibility, dates, details and restrictions. Available through participating independent Trane dealers. All sales must be to homeowners in the United States. Void where prohibited. Valid on qualifying systems only.
    - If using specific language that does mention an APR, payment, or term for financing offer (i.e. 8.9% No Interest If Paid in Full within 15 Months).



- See your independent Trane dealer for complete program eligibility, dates, details and restrictions. Special financing offers valid on qualifying equipment only. All sales must be to homeowners in the United States. Void where prohibited. The Home Projects<sup>®</sup> Visa<sup>®</sup> card is issued by Wells Fargo Financial National Bank. Special terms apply to qualifying purchases charged with approved credit at participating merchants. The special terms APR will continue to apply until all qualifying purchases are paid in full. Reduced Rate APR: Monthly payments of at least 1.75% of the purchase balance are required during the special terms period. No Interest if Paid In Full within 15 Months: Regular minimum monthly payments are required during the special terms period. Interest will be charged to your account from the purchase date at the APR for Purchases if the purchase balance is not paid in full within the promotional period. For newly opened accounts, the regular APR is 27.99%. The APR will vary with the market based on the U.S. Prime Rate. The regular APR is given as of 1/10/2014. If you are charged interest in any billing cycle, the minimum interest charge will be \$1.00. The regular APR will apply to certain fees such as a late payment fee or if you use the card for other transactions. If you use the card for cash advances, the cash advance fee is 5.0% of the amount of the cash advance, but not less than \$10.00. Monthly payment if shown based on \$xx purchase.

**Dealer Administration Notes / Additional Notes**

- Validate dealer information on ComfortSite.
- Offer all components of this offer to the consumer.
- Dealers MUST use the National Promotion Specific Plan Codes as identified in this Sales Plan when funding with Wells Fargo. Failure to utilize the appropriate Plan code may result in inappropriate funding/reimbursement and adjustments will not be accommodated post funding/claims.

- No Interest If Paid In Full Within 15 Months (Plan code: 1456)  
**OR**
- Reduced Rate 8.9% APR with 1.75% minimum Payment (Plan code: 1457)  
**OR**
- 3% subsidy on any standard rate program TPCC only (Plan code: 1400\*)

\* Plan code is only for the TPCC, not in the Wells Fargo system

- Dealer agrees to be debited the discount rate in its entirety by Wells Fargo at the time of funding. The dealer will then submit for reimbursement of the Trane/ Gustave A. Larson Company share through the Trane Promotional Claim Center (TPCC).
- Dealers will be reimbursed from the Gustave A. Larson Company at minimum on a monthly basis.

	Examples of Programs with 3% subsidy						
	Plan Code 1456	Plan Code 1457		TPCC Plan Code 1400			
	No Interest If Paid In Full for 15 months	8.9% APR		5.9% APR	0% for 24mo	0% for 36mo	0% for 60mo
Wells Fargo Discount Rate	5.35%	5.05%	<b>OR</b>	7.50%	9.85%	12.30%	15.75%
Points Reimbursed by Trane	4.35%	4.05%		3.00%	3.00%	3.00%	3.00%
Dealer Cost	1.00%	1.00%		4.50%	6.85%	9.30%	12.75%
				<b>* 3% subsidy can be used on any Wells Fargo Plan</b>			



## Claim Processing

- Dealer must complete the financing process through the Trane Wells Fargo financing program and provide Wells Fargo with the appropriate Plan Number
- Wells Fargo will fund the dealer as usual minus the applicable discount rate
- The dealer will enter a claim on the Trane Promotional Claim Center (TPCC) and will subsequently be reimbursed the Trane/ Gustave A. Larson Company portion
  - Dealer must have their Wells Fargo consumer account number in order to enter a claim
- Claims must be submitted by the dealer and will be processed through the Trane Promotional Claim Center - TPCC (accessible via ComfortSite > Marketing Center)
  - Accept Terms and Conditions on ComfortSite/Trane Promotional Claim Center (TPCC) while submitting the first claim against the program (once the Terms & Conditions are accepted, this step will not be necessary for all subsequent claims under the program).
- Your Larson Sales Consultant can assist you on using the Trane Promotional Claim Center (TPCC)
- Dealers must claim all open programs against a product/system sales at the same time. Claims will lock once payment is processed and will not be able to be changed to ensure eligibility for other programs.
  - NOTE: This means that National Retail Sales Club Spiffs need to be entered at the same time as consumer claims
- All claims will be validated on:
  - Approved participating dealer
  - Program periods (sales, installation, submission)
  - Qualifying Equipment
  - Valid/non-duplicated serial numbers
  - Confirmation of correlating Wells Fargo funding of job and dollar amount
  - Additional information which will be verified:
    - Consumer name
    - Valid address based on Melissa (Post Office) data
    - Valid phone number
- Financing claims may vary by a few pennies based on rounding and carrying of decimals in the dealer/Trane reimbursement split
- Note: Dealers will be able to complete the application process via Wells Fargo up to 3 business days from the sales date and complete the funding process via Wells Fargo up to 3 business days after the installation date in order to give time to close out the financing process.
- All reimbursements under the program are subject to audit and dealers should expect random audits. Dealer must maintain supporting documents for at least 24 months. Claims failing to validate on the above points will be denied. If upon audit it is found that illegitimate claims were processed, dealers will be billed back in full all consumer and processing costs associated with the program.

**Claims submitted after the final submission date will not be processed.**  
**All claims must be submitted via TPCC within thirty (30) days of Sales Date.**



THIS DOCUMENT CONTAINS CONFIDENTIAL, PROPRIETARY OR TRADE SECRET INFORMATION OF TRANE U.S., INC. IT MAY NOT BE DISCLOSED TO ANY THIRD PARTY WITHOUT PRIOR WRITTEN CONSENT FROM TRANE U.S., INC. OR ITS AFFILIATES. DISTRIBUTOR/DEALER MAY BE LIABLE FOR ANY UNAUTHORIZED DISTRIBUTION.

The information provided herein is considered confidential and proprietary information of Trane U.S., Inc., and its affiliates ("Trane"). It is provided for the sole purpose of permitting the recipient to promote Trane products and services. Recipient agrees to maintain the confidentiality of all proprietary, trade secret information, including confidential pricing data provided in this document. The Recipient hereby agrees that it will not at any time disclose this confidential information or material, in whole or in part, to any person or entity for any reason or purpose whatsoever, unless Trane gives its consent, in writing, to such disclosure, except as required by law. The agreement to maintain the confidentiality of this information extends to any employees, pre or future, involved in the work desired and who will have access to the information. These employees will hold the information in confidence in accordance with this agreement and use the information only in the performance of their employment. Recipient agrees to review this agreement and its terms with employees and will obtain their agreement with the terms of this agreement before providing them with any Trane confidential information.

#### Amendments, Modifications, or Exceptions

Trane reserves the right to amend, modify, or cancel the program, or any portion at any time. Amendments are not effective unless they are published by Trane in formal Guidelines or are signed by an authorized Trane representative. Any exceptions to the program guidelines must be approved in writing by an authorized Trane representative.

#### No Other Obligation

Trane shall have no fiduciary duties or other special duties of any kind to any distributor/dealer under the program other than as expressly set forth in these guidelines.

#### Legal Liability

By participating in this program, each participating distributor/dealer warrants that its marketing programs and initiatives are in compliance with all antitrust pricing laws and federal/state/local regulations. Trane does not undertake any legal responsibility for the local management and execution of their marketing programs.

#### Document Retention

It is the distributors/dealers responsibility to maintain copies of supporting documentation and claim reimbursement paperwork for a minimum of 24 months after reimbursement. Prior to implementing any change in your record retention policies, please consult with your accountant and attorney to determine whether you need to retain these records for other business or legal purposes.

#### Claims Auditing

All reimbursements under the program are subject to audit. If reimbursement is received on any claim that is later determined to be ineligible, the distributors/dealers account will be debited in the amount of the ineligible claim plus reasonable and customary expenses incurred for conducting the audit.

#### Program Violation

Violation of these guidelines may result in termination of the applicable Distributor Agreement or Dealer Sales Agreement or any portion thereof, including but not limited to an immediate revocation of any and all rights to use or display Trane intellectual property (logo's, trademarks, creative).

#### Financial Status

Eligibility for program and reimbursements are contingent upon Distributor/Dealer having an executing Distributor Agreement or Dealer Sales Agreement on file and their account being active and in good standing/current as determined solely by Trane.

#### Privacy Policy Disclosure Statement

As part of this program and within Trane's sole discretion, Trane collects various information to support its development and delivery of quality products, services, and programs to its consumers. In order to ensure that Trane programs are provided and that proper quality in service is achieved, Trane may from time to time directly contact homeowners who purchase Trane products or services to survey customer satisfaction, to evaluate homeowner's reactions to an interest in Trane products and services, and to conduct research activities. These surveys are a result of such things as independent dealer programs, product registrations, extended warranties, etc. and may be provided to you for the homeowner's future purchase of Trane products and services. Any information received or obtained by Trane will be held in accordance with Trane's privacy policy, which may be obtained at [www.trane.com](http://www.trane.com). Trane may from time to time also directly contact homeowners when requested by the homeowner, when required by contract or law, or when a registered homeowner has not received all available coverage for its Trane products.

Termination This sales plan is subject to termination or modification at any time by Trane, but such termination or modification shall not affect rights hereunder with respect to sales or contractual commitments made prior to the time of such termination or modification.



*It's Hard To Stop A Trane.®*



# TRANE'S 2014 TCS FINANCING PROGRAM



EVER WONDER WHAT PEACE OF MIND LOOKS LIKE?

**NO INTEREST**  
IF PAID IN FULL WITHIN  
**15 MONTHS\***



Getting consistent year-round home comfort you can count on doesn't happen by accident. Trane systems endure rigorous testing to ensure reliability and long lasting performance for you and your family. Combine that with No Interest if paid in full within 15 Months on qualifying purchases and you have an offer that's too good to let pass – and it's only available through Trane Comfort Specialist™ dealers!

**CALL NOW TO TAKE ADVANTAGE OF THE BEST FINANCING OFFER FROM THE BEST OF THE BEST IN THE INDUSTRY.**

\*See your independent Trane dealer for complete program eligibility, dates, details and restrictions. Special financing offers valid on qualifying Trane XV, XL, XR, Variable Speed Furnace/Air Handler Component and Ductless System sales only. All sales must be to homeowners in the United States. Void where prohibited. The Home Projects® Visa® card is issued by Wells Fargo Financial National Bank. Special terms apply to qualifying purchases charged with approved credit at participating merchants. The special terms APR will continue to apply until all qualifying purchases are paid in full. Reduced Rate APR: Monthly payments of at least 1.75% of the purchase balance are required during the special terms period. 0%/15 Months: Regular minimum monthly payments are required during the special terms period. Interest will be charged to your account from the purchase date at the APR for Purchases if the purchase balance is not paid in full within the promotional period. For newly opened accounts, the regular APR is 27.99%. The APR will vary with the market based on the U.S. Prime Rate. The regular APR is given as of 1/10/2013. If you are charged interest in any billing cycle, the minimum interest charge will be \$1.00. The regular APR will apply to certain fees such as a late payment fee or if you use the card for other transactions. If you use the card for cash advances, the cash advance fee is 5.0% of the amount of the cash advance, but not less than \$10.00.



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# TRANE'S 2014 TCS FINANCING PROGRAM



**WE STAND BEHIND EVERY TRANE.**

**GET 0% APR  
FOR 36 MONTHS**



The system you choose for your home comfort will no doubt be influenced by the dealer you choose. That's why it's important to look at your dealer's credentials. We are Trane Comfort Specialists – the highest standing you can earn as an independent Trane dealer. Combine that with 0% APR for 36 Months on qualifying purchases and you have an opportunity that's too good to let pass.

**CALL NOW TO TAKE ADVANTAGE OF THE BEST FINANCING OFFER  
FROM THE BEST OF THE BEST IN THE INDUSTRY.**

\*See your independent Trane dealer for complete program eligibility, dates, details and restrictions. Special financing offers valid on qualifying Trane XV and XL System sales only. All sales must be to homeowners in the United States. Void where prohibited. The Home Projects® Visa® card is issued by Wells Fargo Financial National Bank. Special terms apply to qualifying purchases charged with approved credit at participating merchants. The special terms APR will continue to apply until all qualifying purchases are paid in full. Reduced Rate APR: Monthly payments of at least 1.75% of the purchase balance are required during the special terms period. 0%/15 Months: Regular minimum monthly payments are required during the special terms period. Interest will be charged to your account from the purchase date at the APR for Purchases if the purchase balance is not paid in full within the promotional period. For newly opened accounts, the regular APR is 27.99%. The APR will vary with the market based on the U.S. Prime Rate. The regular APR is given as of 1/10/2013. If you are charged interest in any billing cycle, the minimum interest charge will be \$1.00. The regular APR will apply to certain fees such as a late payment fee or if you use the card for other transactions. If you use the card for cash advances, the cash advance fee is 5.0% of the amount of the cash advance, but not less than \$10.00.



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