



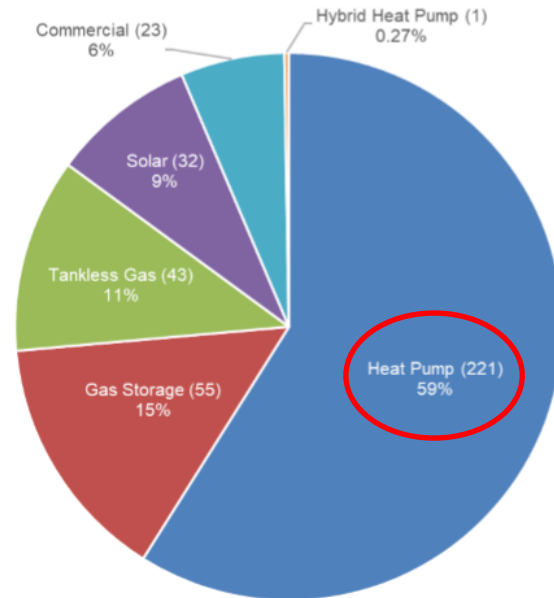
Market Adoption of ENERGY STAR® Water HeatersWhat it takes

Presented at the 2019 ACEEE Hot Water Forum

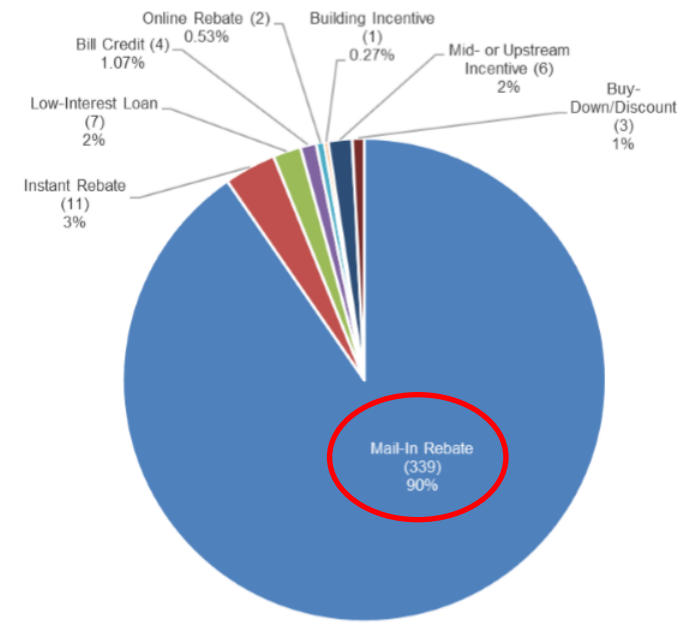
Downstream Incentives Do Not Work

- ❑ 300+ Programs
- ❑ 59% HPWH
- ❑ 90% Mail-in rebates
- ❑ Average rebate ~\$400
- ❑ ENERGY STAR market penetration
 - ❑ Electric: 2%
 - ❑ Gas: 7%

2018 ENERGY STAR Water Heater Promotions by Product Type
(Totals listed in parentheses)



2018 ENERGY STAR Water Heater Promotions by Incentive Type
(Totals listed in parentheses)



Midstream/Upstream Growth

2017 instant rebate programs

- 12 States
- 13 MM households

2018 instant rebate programs

- 17 States
- 30 MM households

2019 instant rebate programs

- 20+ States
- ~40 MM households



2019 Instant Rebate Programs....Join The Movement!



Hawai'i Energy

Markdown @ Lowe's



Save more with an A.O. Smith® Electric Heat Pump Water Heater and your local utility company.


\$500
Instant Rebate Included In Price*

FirstEnergy
Met-Ed • Penelec • Penn Power • West Penn Power

*Rebate cannot exceed purchase price of unit. Rebates good for qualified customers only. The costs of energy efficiency programs are recovered through customer rates in accordance with Pennsylvania Act 129 of 2008. For a complete list of commercial, industrial, residential and low-income energy efficiency programs, please visit energysavePA.com. Lowe's not responsible for fulfillment of rebate.

Validated Instant @ Lowe's

XCEL ENERGY CUSTOMERS: WATER HEATER INSTANT REBATES NOW AVAILABLE




\$70–\$450 instant rebate on select models, plus up to \$330 in annual savings*

Claim your instant rebate by following these simple steps below:

STEP 1: Check your eligibility at xcel.store/WaterHeatersCO.

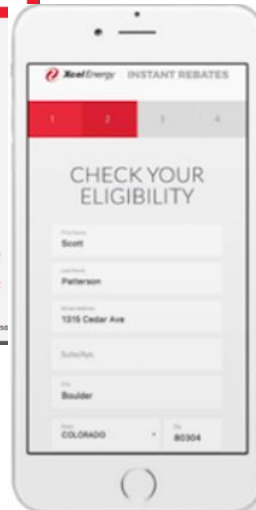
STEP 2: Choose your preferred qualifying water heater type and download your coupon.

STEP 3: Find a Customer Service Representative to help complete your purchase.



*Savings are based on www.energystar.gov. Lowe's is not responsible for fulfillment of rebate and may not combine with all Lowe's offers. See terms & conditions at www.xcel.store/waterheater.

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DUKE ENERGY \$350 INSTANT REBATE.

\$350 DE REEMBOLSO AL INSTANTE.

PLUS UP TO \$330 IN ANNUAL ENERGY SAVINGS.* MÁS HASTA UN TOTAL DE \$330 EN AHORROS ANUALES DE ENERGÍA*

THAT'S UP TO \$680 SAVINGS IN THE FIRST YEAR ALONE! ESO SERE DECM HASTA \$680 EN AHORROS DE ENERGÍA ÚNICAMENTE DURANTE EL PRIMER AÑO!

1 Download your rebate coupon now at wh.DukeEnergy.store
Descargue el cupón de descuento ahora en wh.DukeEnergy.store

2 Redeem the digital coupon at checkout.
Utilice el cupón digital en la caja registradora.

Visit wh.DukeEnergy.store or call 866.785.6209 for details.
Visite wh.DukeEnergy.store o llame al 866.785.6209 para obtener más detalles.



*The ENERGY STAR® annual savings based on usage of a household of four. Duke Energy residential customers only.
*Según ENERGY STAR®, los ahorros anuales están basados en la utilización de un hogar de cuatro personas. Solo para clientes residenciales de Duke Energy.

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DUKE ENERGY | Smart Saver®

Validated Instant @ Wholesale



IS YOUR CUSTOMER A DUKE ENERGY ELECTRIC CUSTOMER?
**SAVE TODAY WITH A \$350 OFF
QUALIFYING WATER HEATERS!**

SAVE \$350 INSTANTLY! BY FOLLOWING 4 EASY STEPS:

1. Enter all of the customer installation information
2. Provide the instant rebate code to your Ferguson sales associate
3. Receive instant rebate at time of purchase
4. Apply instant rebate to customer invoice following installation

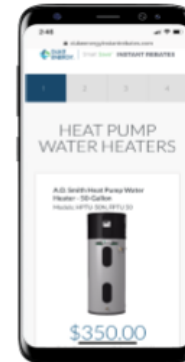
GAIN A COMPETITIVE ADVANTAGE

- Instant rebates to customers – no waiting for rebates
- Sell high-efficiency models for the price of lower efficiency models
- Eliminate administrative work managing rebate submissions
- Provide higher value at lower costs to customers

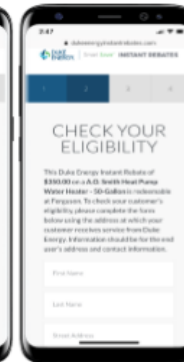
Go to DukeEnergyInstantRebates.com/Ferguson to get your instant rebate coupon for qualifying water heaters.



Slide_Duke_HeatPump_1000@rebates.coming@duke_v1



Select Qualifying Water Heater



Provide Installation Address

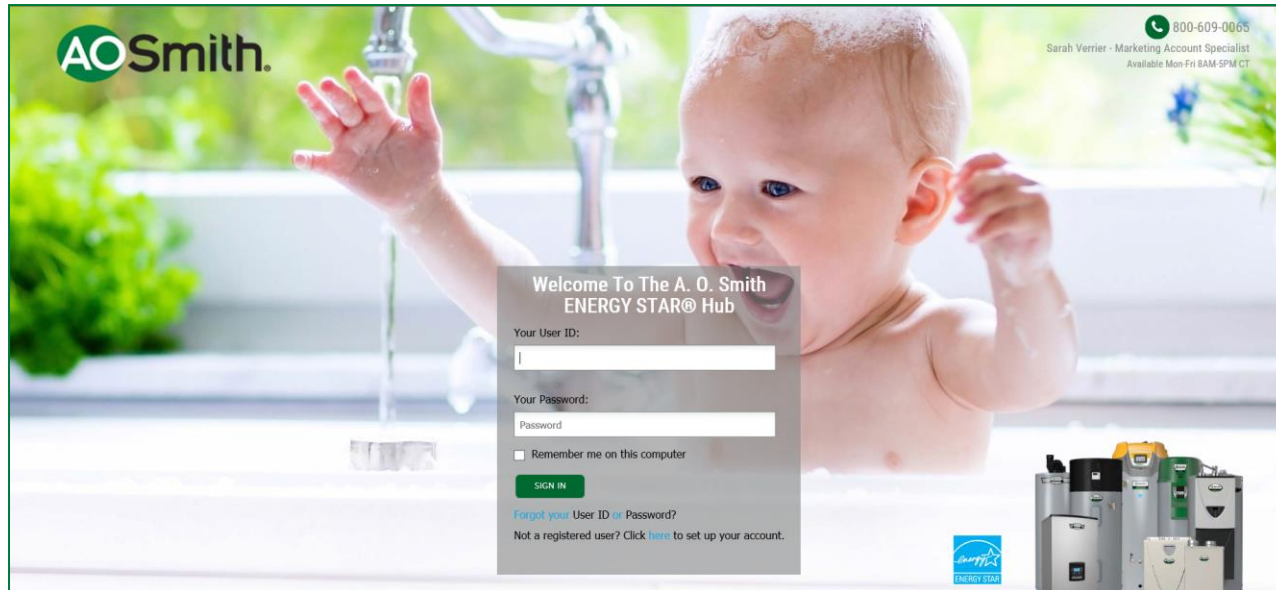


Accept Terms and Conditions



Provide Rebate Code to Ferguson Sales Associate

New A. O. Smith ENERGY STAR® Hub



- Print on Demand
- Digital downloads
- Sales videos
- Customizable promotional tools
- Lifestyle images

<https://aosmith.mymarketingbench.com/>

Generate leads for Contractors

AOSmith. 800-609-0065
Sarah Verrier - Marketing Account Specialist
Available Mon-Fri 8AM-5PM CT

In Your Shopping Cart: 0 **CHECKOUT**

HOME MY PROFILE **SHOP** MY ORDERS APPROVALS ASSET LIBRARY LOGOUT

Home » Plumbing Contractor » **AOSMAILER - Advertising Mailer**

AOSMAILER - Advertising Mailer

Custom A. O. Smith Heat Pump Mailer

Price: \$1,190.00

Unit of Issue:
2000

CUSTOMIZE

Connect with AOS Contractors

Customize on the fly

Target select zip codes

Co-fund with AOS

Digital and Print

Bring Consumers to Retailers

Heat Pump Water Heaters use less than half the energy of standard electric water heaters.*

Save More Money

- Save a total of \$700 when you combine a \$500 instant discount from Energy Trust of Oregon and a \$200 instant rebate from A. O. Smith.
- Save between \$160 and \$330 on your electric bill every year.

Get the same reliable hot water you're accustomed to. That means no surprises, only savings.

AOSmith.
Innovation has a name.

EnergyTrust
of Oregon

AVAILABLE AT
LOWE'S

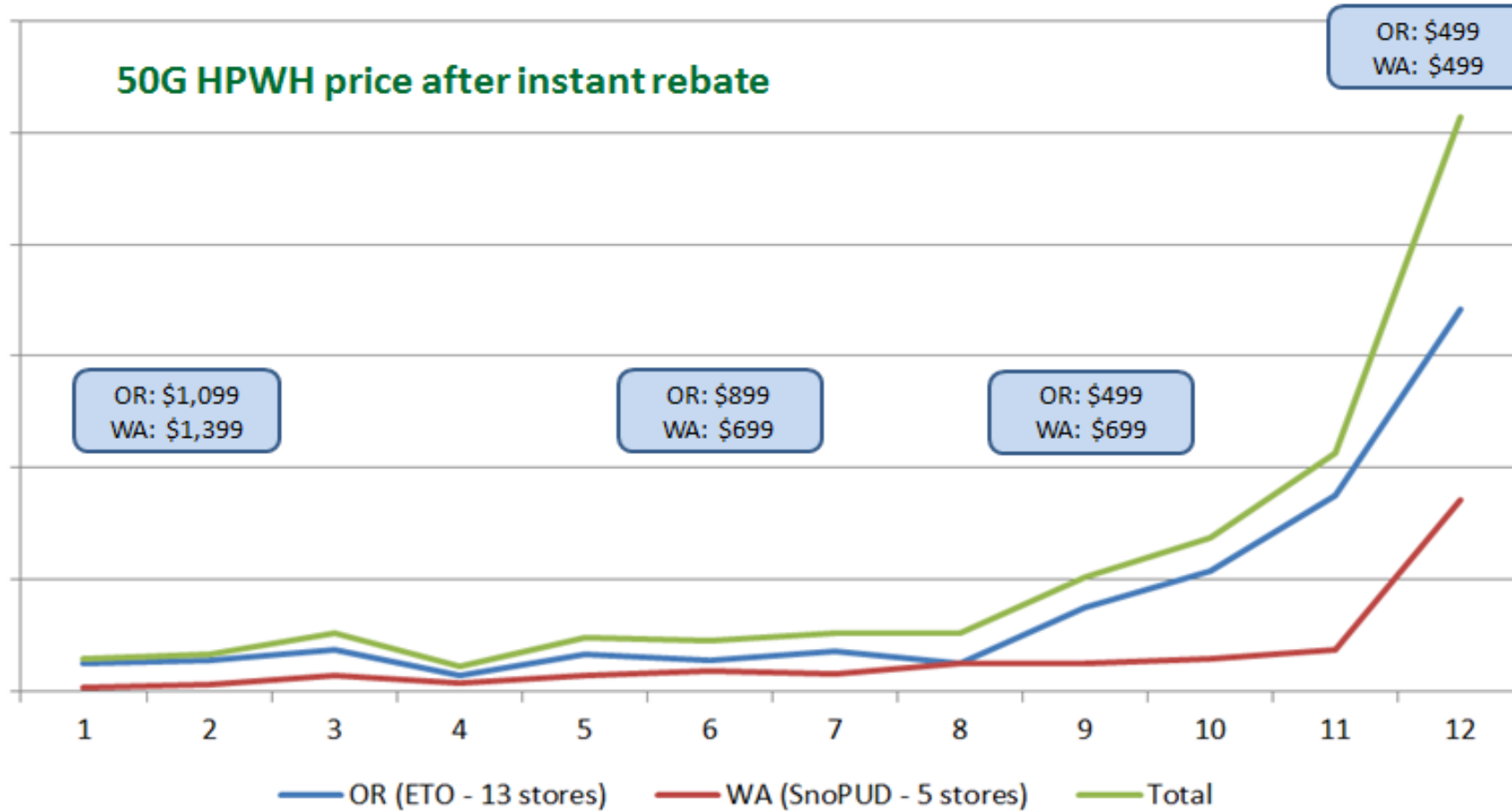
HUGE SAVINGS!
\$700
Off Qualifying Models

UPGRADE NOW AND WARM UP TO SAVINGS

*Based on energy savings information for Heat Pump Water Heaters located on the ENERGY STAR® website. https://www.energystar.gov/products/water_heaters/high_efficiency_electric_storage_water_heaters/benefits_savings

- Screaming deal
- Utility attribution
- Proactive replacements
- General market awareness
- Price transparency

50G HPWH Unit Sales 18 Lowe's Stores



- \$499 price point (after \$700 instant rebate)
- Promo Advertising (month 12)

Utilities and Implementers....What it takes

- ❑ Instant discounts offered at both Wholesale and Retail channels
- ❑ Formal plan with Manufacturer's Rep Agency to enlist Distributors and train Contractors
- ❑ Simple digital platform to qualify the sale and guarantee reimbursement
- ❑ Promotional consumer advertising
- ❑ Inclusion in new construction on HERS benefits