WHIRLPOOL HYBRIDCARE™ WED99HED LAUNCH UPDATE
Next Whirlpool Corporation Introduces
The HyrbridCare™ Heat Pump Dryer
To compliment the front load high efficiency dryer lineup

Whirlpool Corporation has received ENERGY STAR Certification on the
WED72HED, WED81HED, WED87HED, WED95HED, WED97HED,
MED3100D, MED5100D, MED7100D, MED8100D

“... the most exciting dryer to hit the market in decades.”

“... the only full-size ventless dryer on the market...”

“... the first dryer in America to use an energy savings heat pump.”
Benefits of HybridCare Heat Pump

• **ENERGY SAVINGS:** Regenerates energy to reduce overall energy consumption. Well beyond ENERGY STAR savings

• **VENTLESS DESIGN:** Allows installation in more locations through the home

• **FABRIC CARE:** Capability to use less heat than Duet Air Vented Dryer providing more gentle drying

• **SELECTABLE PERFORMANCE:** Three available modes allow flexibility to manage drying performance and energy savings
**HYBRIDCARE™ - MAXIMIZE ENERGY SAVINGS**

### Dryer Alone Per D2 Test Standard

<table>
<thead>
<tr>
<th>KWH Cycle</th>
<th>Non Estar Mass Market</th>
<th>HybridCare-Normal Eco</th>
<th>HybridCare-Casual Eco</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>57.5% RMC</td>
<td>57.5% RMC</td>
<td>57.5% RMC</td>
</tr>
<tr>
<td>1.36</td>
<td>1.55*</td>
<td>1.36*</td>
<td></td>
</tr>
</tbody>
</table>

### When Dryer Paired with High Efficiency Washer**

<table>
<thead>
<tr>
<th>KWH Cycle</th>
<th>Non Estar Mass market</th>
<th>HybridCare - Normal Eco</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>57.5% RMC</td>
<td>57.5% RMC</td>
</tr>
<tr>
<td>3.31</td>
<td>0.86</td>
<td></td>
</tr>
</tbody>
</table>

**2 Steps to Unlocking Maximum Energy Savings**

1. Remove as much moisture as possible with High speed spinout in washer (~66% -> ~30%)
2. Leverage HybridCare™ to efficiently remove remaining moisture

\[ 1 + 2 = \text{Max Energy Savings} \]

**BOTH SOURCES (W&D) CONTRIBUTE TO DELIVERING ENERGY SAVINGS**

D2 Test Procedure 8.45Lbs Momie @ 57.5% RMC

*UL test

**8.45Lbs Momie @ ~66% start RMC Non-HE Washer to ~30% Start RMC HE FL, Dryer End ~2% RMC
HYBRIDCARE™ - VENTLESS INSTALLATION

• HybridCare brings several installation benefits:

• Ventless design installs without dryer vent
  • Consumer can install in more places

• Does not require additional space behind Dryer
  • Air vented dryer vents typically require 4” offset from wall for Vent hose clearance

• HybridCare is a great choice for urban remodels where common vents offer restricted airflow and reduce drying performance

ADDED FLEXIBILITY THROUGH VENTLESS DESIGN
HYBRIDCARE™ - FABRIC CARE

HybridCare™ operates with lower temperatures
Because air is recycled more consistent temperatures are possible

- Ability to care for more delicate fabrics due to control of full air stream
- Better fabric care via optimum temperatures throughout drum
- Reduced variation in temperatures caused by cycling heater on/off

The Top 4 Items NOT Dried in the Dryer:


**Blouses**
26% of blouses never see the inside of a dryer (hung outside to dry, hung inside to dry or laid flat to dry.)

**Bathing Suits**
46% of bathing suits never see the inside of a dryer (hung outside to dry, hung inside to dry or laid flat to dry.)

**Bras/Lingerie**
54% of bras/lingerie never see the inside of a dryer (hung outside to dry, hung inside to dry or laid flat to dry.)

**Dresses**
43% of dresses never see the inside of a dryer (hung outside to dry, hung inside to dry or laid flat to dry.)

- Why: Prevent Shrinking
- Why: Preserve Clothing

Drum Air Inlet
HybridCare™ consumers want to save money on energy and be environmentally friendly, but often have time constraints and want the choice of speed

- **Speed mode**: There will be times consumers need their garments dried fast, while still delivering energy efficiency
- **Eco mode**: Operating in a most efficient manner to deliver laundry in a reasonable time with best energy performance
- **Balanced mode**: Blends the operation of Speed and Eco
October 2014
✓ Sales Resource Guide (digital) 10/3
✓ Print Version 12/14

December 2014
✓ Training Video available 12/13

January 2015
✓ CPD Live scheduled (TBD)
This is a Live streaming webinar direct to our internal salesforce demonstrating on real product and explaining features in detail

February 2015
✓ On the ground field trainers in all markets flooring/selling the Hybrid Care.

April 2015
✓ Advantage Live (TBD)
This is a Live streaming webinar direct to our Trade Partners demonstrating on real product, explaining features in detail, reviewing promotional plans, etc.
• Whirlpool Corp. is rolling out the HybridCare™ Heat Pump Dryer in target markets with greatest demands for energy efficient products and supported by rebate incentives

• We’re already taking orders from retailers in those markets where rebate programs have been confirmed!