

# 2010 Fall Consumer Promotion

Receive up to a \$1,000 rebate

when you purchase a qualifying Lennox® home comfort system

CONSUMER REBATE OFFER  
U.S. South



## Fall Promotion Eligibility

Purchase and install between September 13, 2010 and November 30, 2010.

Purchase from a participating dealer. See guidelines for additional requirements.

### Paperwork Deadline

10 business days from installation or by December 14, 2010 (whichever comes first).

### System Options

The Fall Consumer Promotion features the following system options. To qualify for system offers, the consumer must purchase and install one qualifying product from each category:

Outdoor, Indoor, Healthy Climate® and Control.

### \$1000 Rebate—System #1

Outdoor	Indoor	Healthy Climate	Control
XC21	G71MPP	PureAir™	icomfort™
XP21	SLP98V	Humiditrol®	
XP19	CBX40UHV <sup>1</sup> CBX32MV		

### \$1000 Rebate—System #2

Outdoor	Healthy Climate	Control
15CHPX <sup>2</sup>	PureAir	CS7000
15CHAX <sup>2</sup>	Humiditrol	Harmony III™
15GCSX <sup>2</sup>		

### \$800 Rebate—System #3

Outdoor	Indoor	Healthy Climate	Control
XC21	G71MPP	PureAir	CS7000
XP21	SLP98V	Humiditrol	CS5000
XP19	G61MPV		Harmony III
XC17	G60V		
XP17	SL280V		
XPG15	O23V CBX40UHV <sup>1</sup> CBX32MV		

<sup>1</sup> CBX40UHV includes an HC16. To qualify for a system, a Healthy Climate UV light may be substituted for a PureAir. Qualifying UV lights are: UV-1000, UV-2000, UVC-24V, UVC-41W-D, UVC-41W-S.

<sup>2</sup> No separate indoor unit is needed to qualify for a system.

<sup>3</sup> CBX40UHV includes an HC16. No additional Healthy Climate product is needed.

### \$650 Rebate—System #4

Outdoor	Indoor	Healthy Climate	Control
XC21*	G71MPP*	HC16	icomfort
XP21*	SLP98V*	(cabinet & filter)	CS7000
XP19*	G61MPV		CS5000
XC17*	G60V		Harmony III
XP17*	SL280V		
XC16	O23V		
XP16	CBX40UHV <sup>(*)</sup> <sup>(3)</sup>		
XPG15	CBX32MV*		
15CHPX <sup>2</sup>			
15CHAX <sup>2</sup>			
15GCSX <sup>2</sup>			

\* icomfort-enabled unit. Must have an icomfort-enabled indoor unit to use the icomfort control option.

### Individual Unit Offers

The Fall Consumer Promotion features individual rebates on qualifying Dave Lennox Signature® Collection products & qualifying Elite® products.

\$250	\$200	\$150
G71MPP	G60V	G61MPV
SLP98V	SL280V	O23V
XC21	XC17	XC16
XP21	XP17	XP16
XP19	XPG15	CBX32MV
15CHPX	CBX40UHV	
15GCSX		
15CHAX		
Residential Generators		



All offers are subject to product availability. Participating dealers must purchase a CAP package. Only one (1) consumer offer per piece of equipment, serial number, individual, family, or household. All offers are mutually exclusive and may not be combined with other offers. Lennox reserves the right to inspect any installation that is a part of this offer. Lennox Industries Inc. reserves the right to cancel or change this promotion at any time.

PROMOTION CODE: NF83CR0210



**2010 FALL CONSUMER PROMOTION  
REBATE OFFER**  
September 13, 2010 – November 30, 2010

Promotion code:  
**NF83CR0210**  
South

<b>HOMEOWNER INFORMATION</b>	FIRST NAME	LAST NAME		
	TELEPHONE # (     )	EMAIL ADDRESS†		
<b>INSTALLATION INFORMATION</b>	ADDRESS			
	CITY	STATE	POSTAL CODE	
<input type="checkbox"/> Check if same as above <b>MAILING ADDRESS</b>	ADDRESS			
	CITY	STATE	POSTAL CODE	
<b>DEALERSHIP INFORMATION</b>	DEALER #	DEALER NAME		

**Claims must be postmarked within 10 BUSINESS DAYS of installation or by December 14, 2010, whichever occurs first.**

<b>Qualifying Equipment Information</b>	Date of Installation ____/____/____																	
	<b>Model Numbers:</b>  A model number is required for all equipment.	EX: XP19			<b>Serial Numbers:</b>  A serial number is required for all equipment.	EX:	5	9	1	0	M	1	2	3	4	5	Rebate Amount	
		1.	1.														\$	
		2.	2.															\$
		3.	3.															\$
		4.	4.															\$
		5.	5.															\$
		6.	6.															\$
		7.	7.															\$
		8.	8.															\$
		9.	9.															\$
	10.	10.														\$		
Rebate Total: \$ _____																		
All products and offers are subject to availability																		

**QUESTIONS ABOUT YOUR CLAIM or CLAIM STATUS?**

Please call: 1-888-750-5331

Enter claim online via DaveNet®  
Marketing→Consumer/ Spiff Submission & Status→ Consumer Claim  
→NF83CR0210 *Faxed submissions will not be accepted as originals.*

OR

Mail this form and required paperwork to the following address:  
Lennox Redemption Center Fall 2010 Promotion  
PO Box 7491 Eden Valley, MN 55329-7491

**Don't Forget: A Copy of a signed Homeowner Invoice or signed Proposal including financial obligations showing model #'s for units being claimed.**

**Terms and conditions:** This Rebate offer is available through participating Lennox Dealers. Only equipment and systems listed on promotion are eligible for this offer. All products and offers are subject to availability. **Offer valid on purchases and installation of qualifying equipment between September 13, 2010 and November 30, 2010. Submission must be postmarked within 10 business days of installation or by December 14, 2010, whichever occurs first.** This offer applies to residential installations only. Commercial installations, homebuilder or contractor purchases for new construction, homeowner upgrade through home builder or contractor, installations in multi-family dwellings or any dwelling other than a single-family residence do not qualify for this offer. All information requested is required. Incomplete, illegible or late submissions will be denied. Lennox reserves the right to request additional information to validate a claim. Lennox reserves the right to inspect an installation that is a part of this program. Lennox is not responsible for claims lost, stolen, damaged, or delayed in transit. Offer is limited to one (1) Consumer offer per piece of equipment, serial number, individual, family or household. †Email address is for claims communication only. All claims and paperwork must be sent to the address provided. Submission will not be accepted for retailers, clubs, organizations, wholesalers or contractors. Cannot be combined with any other Lennox Consumer promotional offer. Purchase of equipment must be made by the individual receiving the Rebate. Offer invalid and checks are void if not cashed within 90 days of issuance and cannot be reissued. Please allow 4-6 weeks for processing from receipt of properly completed redemption form submission. Lennox Industries Inc. reserves the right to cancel or change this promotion at anytime.

# 2010 Fall Consumer Financing

## 12 Months with Payment, Deferred Interest Financing

when you purchase a qualifying Lennox® home comfort system through GE® Money



### Fall Promotion Eligibility

Purchase and install between September 13, 2010 and November 30, 2010. Purchase from a participating dealer. See guidelines for additional requirements.

### Paperwork Deadline

10 business days from installation or by December 14, 2010 (whichever comes first).

Maximum Financing Credit Per System						
Systems	Premier			Non-Premier		
	Best Premier	Better Premier	Good Premier	Best	Better	Good
System #1†	\$1000	\$900	\$700	\$700	\$600	\$500
System #2†	\$1000	\$900	\$700	\$700	\$600	\$500
System #3†	\$800	\$720	\$560	\$560	\$480	\$400
System #4†	\$650	\$585	\$455	\$455	\$390	\$325

Maximum Financing Credit Per System						
Individual Units	Premier			Non-Premier		
	Best Premier	Better Premier	Good Premier	Best	Better	Good
G71MPP	\$250	\$225	\$175	\$175	\$150	\$125
SLP98V	\$250	\$225	\$175	\$175	\$150	\$125
XC21	\$250	\$225	\$175	\$175	\$150	\$125
XP21	\$250	\$225	\$175	\$175	\$150	\$125
XP19	\$250	\$225	\$175	\$175	\$150	\$125
15GCSX	\$250	\$225	\$175	\$175	\$150	\$125
15CHPX	\$250	\$225	\$175	\$175	\$150	\$125
15CHAX	\$250	\$225	\$175	\$175	\$150	\$125
Res. Generators	\$250	\$225	\$175	\$175	\$150	\$125
XC17	\$200	\$180	\$140	\$140	\$120	\$100
XP17	\$200	\$180	\$140	\$140	\$120	\$100
XPG15	\$200	\$180	\$140	\$140	\$120	\$100
CBX40UHV	\$200	\$180	\$140	\$140	\$120	\$100
G60V	\$200	\$180	\$140	\$140	\$120	\$100
SL280V	\$200	\$180	\$140	\$140	\$120	\$100
XC16	\$150	\$135	\$105	\$105	\$90	\$75
XP16	\$150	\$135	\$105	\$105	\$90	\$75
G61MPV	\$150	\$135	\$105	\$105	\$90	\$75
CBX32MV	\$150	\$135	\$105	\$105	\$90	\$75
O23V	\$150	\$135	\$105	\$105	\$90	\$75

Dealer Discount 6.10%, Premier Dealer discount 5.60%, Credit Plan #312

†Please refer to Consumer Rebate offer for qualifying systems & system requirements.



**All product is subject to availability.** Only one (1) consumer offer per piece of equipment, serial number, individual, family or household. All offers are mutually exclusive and may not be combined with other offers. Lennox reserves the right to inspect any installation that is a part of this offer. Lennox Industries Inc. reserves the right to cancel or change this promotion at any time.

**PROMOTION CODE: NF83FN0210**



**Fall 2010 CONSUMER PROMOTION**  
**12 Months, With Payments, Deferred Interest**  
**Financing Offer**  
**September 13, 2010 – November 30, 2010**

**Promotion Code:**  
**NF83FN0210**  
**South**

<b>HOMEOWNER INFORMATION</b>	FIRST NAME	LAST NAME	
	TELEPHONE # (     )		
<b>INSTALLATION ADDRESS</b>	ADDRESS		
	CITY	STATE	POSTAL CODE
	DEALER #	DEALER NAME	
<b>DEALERSHIP INFORMATION</b>	SALESPERSON NAME		SUBMITTED BY
	SALESPERSON LAST 4 OF SSN	EMAIL ADDRESS	

**US DEALERS: Credit Plan #312**

**All Jobs Must Fund by: November 30, 2010**

**Systems are defined as on the Rebate option.**

*Each system must include one (1) qualifying item from each of these categories: Outdoor, Indoor, Healthy Climate® IAQ and Controls.*

<b>MAXIMUM FINANCING CREDIT AMOUNT PREMIER</b>				<b>MAXIMUM FINANCING CREDIT AMOUNT NON-PREMIER</b>			
System	BEST	BETTER	GOOD	System	BEST	BETTER	GOOD
1	\$1,000	\$900	\$700	1	\$700	\$600	\$500
2	\$1,000	\$900	\$700	2	\$700	\$600	\$500
3	\$800	\$720	\$560	3	\$560	\$480	\$400
4	\$650	\$585	\$455	4	\$455	\$390	\$325

**Credits will be issued to Dealer's Lennox account.**

<b>MAXIMUM FINANCING CREDIT AMOUNT PREMIER</b>				<b>MAXIMUM FINANCING CREDIT AMOUNT NON-PREMIER</b>			
Unit	BEST	BETTER	GOOD	Unit	BEST	BETTER	GOOD
G71MPP, SLP98V, XC21, XP21, XP19, 15GCSX, 15CHPX, 15CHAX, Residential Generators	\$250	\$225	\$175	G71MPP, SLP98V, XC21, XP21, XP19, 15GCSX, 15CHPX, 15CHAX, Residential Generators	\$175	\$150	\$125
XC17, XP17, XPG15, CBX40UHV, G60V, SL280V	\$200	\$180	\$140	XC17, XP17, XPG15, CBX40UHV, G60V, SL280V	\$140	\$120	\$100
XC16, XP16, G61MPV, CBX32MV, O23V	\$150	\$135	\$105	XC16, XP16, G61MPV, CBX32MV, O23V	\$105	\$90	\$75

**Please direct any claim inquires to 1-888-283-1918**

*\*Products are subject to availability.*

*\*\*This can be found on the GE® Money Bank Funding Report.*

<b>MAXIMUM CREDIT AMOUNT</b>	<b>\$</b>
<b>TOTAL AMOUNT FINANCED**</b>	<b>\$</b>
<b>DISCOUNT AMOUNT</b>	<b>\$</b>

<b>NEW UNIT INFO</b>	Model #	Serial #	Model #	Serial #

**Financing Questions?**  
 Call GE® Money Bank: USA **800-330-5189**

**Enter claim online via DaveNet®**  
 Marketing→ Consumer/ Spiff Submission & Status→ Consumer Claim  
 →NF83FN0210 *Faxed submissions will not be accepted as originals.*

OR

**Mail this form and required paperwork to the following address:**  
 Lennox Redemption Center Fall 2010 Promotion  
 PO Box 7491 Eden Valley, MN 55329-7491

*Please allow 4-6 weeks processing from receipt of properly completed redemption form. **DON'T FORGET:***

- 1. Obtain financing through GE® Money Bank. 2. Include a copy of your GE® Funding Report.**  
**3. Include a copy of your invoice showing the model #'s claimed 4. Make a copy of this form and supporting paperwork for your records.**

**Purchase & Install between: 9/13/2010 – 11/30/2010**

**Postmark/Last day to enter online:**  
**Paperwork must be submitted within 10 days of installation or by 12/14/2010 (whichever occurs first)**

**Terms and conditions:** Offer available through participating Lennox dealers. Only equipment and systems listed are eligible for this offer. All products are subject to availability. Offer valid on purchases and installation of qualifying equipment between September 13, 2010 – November 30, 2010. Submission must be postmarked within 10 business days of installation or by December 14, 2010, whichever comes first. This offer applies to residential installations only. Commercial installations, homebuilder or contractor purchases for new construction, homeowner upgrade through home builder or contractor, installations in multi-family dwellings or any dwelling other than a single-family residence do not qualify for this offer. All information requested is required. Incomplete, illegible or late submissions will be denied. Lennox reserves the right to request additional information to validate a claim. Lennox reserves the right to inspect an installation that is a part of this program. Lennox is not responsible for claims lost, stolen, damaged, or delayed in transit. Offer is limited to one (1) Consumer offer per piece of equipment, serial number, individual, family or household. Email address is for claims communication only. Only original redemption forms will be accepted by mail. No faxes will be processed as originals. If mailed, all claims and paperwork must be sent to the address provided. Submission will not be accepted for retailers, clubs, organizations, wholesalers or contractors. Cannot be combined with any other Lennox Consumer promotional offer. Purchase of equipment must be made by the individual receiving the Financing offer. Only GE® Money Bank Financing will be accepted. If the GE® Money Bank transaction is cancelled, credit will be rescinded. Please allow 4-6 weeks for processing from receipt of properly completed redemption form submission. Lennox Industries Inc. reserves the right to cancel or change this promotion at anytime.

# 2010 FALL CONSUMER PROMOTION GUIDELINES – U.S.

- Purchase and install between September 13, 2010 and November 30, 2010.
- To be considered a “participating dealer,” Dealer must have purchased a Lennox CAP package.
- Use the correct promotion code or claim form when submitting claims.
- Claim submission deadline is 10 business days from installation or by December 14, 2010 (whichever comes first).
- All claims require back-up documentation that must be sent to the Lennox Redemption Center.
- The Lennox Redemption Center reviews all claims and backup documentation (both paper and online).
- Claims are not approved until proper back-up documentation has been provided and reviewed.
- Please allow 4–6 weeks for processing once the completed paperwork has been received.
- If additional information has been requested, the 4–6 weeks begins when all paperwork has been received.
- Any missing required documentation may result in claims being denied.
- Questions about claims – call the Lennox Redemption Center at 1-888-283-1918.
- **Dealer must not charge the consumer for any portion of the consumer offer (rebate or financing).**
- Promotions are offered to the homeowner at the discretion of the Lennox Dealer.

## CONTACT INFORMATION

- For general questions regarding processing promotional claims:
  - Consumers contact the Redemption Center at 1-888-750-5331
  - Dealers:
    - Contact the Redemption Center at 1-888-283-1918
    - [www.lennoxdocumentation@biworldwide.com](mailto:www.lennoxdocumentation@biworldwide.com)
- For questions regarding GE<sup>®</sup> Money please call: 1-800-330-5189

## CLAIM STATUS

- [www.LennoxDaveNet.com](http://www.LennoxDaveNet.com)
- Marketing>Consumer/Spiff Claim Submission & Status>Claim Status
- Choose “current promotion” under promotion period
- Choose “consumer” under promotion type

## CLAIM STATUS DEFINITONS

- Below is a definition of the terms you will see when checking the status of claims submitted.
  - “Completed” - the claim has been approved & processed
  - “In process” - claim has been received, and is being reviewed or waiting for corrected back up documentation
    - Open these claims
    - View information to see if the claim has missing or incomplete documentation
    - Email or fax corrected documentation to redemption center
  - “Denied” - claim has been denied. Here are some examples why claims are denied.
    - Did not receive required back up documentation within notification period
    - Did not receive corrected back up documentation with notification period
    - Sold outside program dates
    - Installed outside program dates
  - Open claim
  - View information to see reason claim is denied



# 2010 FALL CONSUMER PROMOTION GUIDELINES – U.S.

## APPROVED MODEL VERBIAGE

Below is a list of model names accepted by the Lennox Redemption Center. Please make sure the model on your invoice matches what is listed below.

Outdoor	Indoor	Healthy Climate®	Control
XC21	G71MPP	PureAir™	icomfort™
XP21	G71MPV	PCO	icomfort touch
XP19	G71V	PCO14-23	icomfort stat
XC17	G71	PCO16-28	icomfort control
XP17	SLP98V	PCO20-28	CS7000
XC16	SLP98UH	PCO14	ComfortSense 7000
XP16	SLP98DF	PCO16	CS5000
XPG15	G61MPV	PCO20	ComfortSense 5000
XP15 dual fuel	G61V	HC16	Harmony III™
XPG20	G60V	HCC14-23	Harmony III Zone System
SunSource™	SL280UH	HCC16-28	Harmony III Zoning
Lennox Solar Heat Pump	SL280DF	Humiditrol®	
SunSource Heat Pump	SL280V	UV Lights	
15GCSX	CBX40UHV	UVC-24V	
15CHPX	CBX40V	UVC-24	
15CHAX	CB40UHV	UVC-41	
Residential Generators	CB40V	UVC-41W	
RGEN30	CBX32MV	UVC-41S	
RGEN18	O23V	UV-1000	
RGEN12		UV-2000	



# 2010 FALL CONSUMER PROMOTION GUIDELINES – U.S.

## REBATE GUIDELINES

- Homeowner must receive the rebate offer directly from a participating Lennox dealer.
- This offer will be a rebate check sent directly to the homeowner from Lennox.
- Dealers will not give an instant discount off the purchase price and will not give an instant discount off the invoice amount.
- Claims may be submitted online or mailed along with required backup documentation.
- Dealer must submit required backup documentation to the Lennox Redemption Center before claim will be processed or approved.
- Claims and backup documentation must be submitted within 10 business days of installation or by given deadline on the claim form (whichever comes first).
- After the claim is audited and approved, the Dealer is then billed for their amount of the promotion based on CAP package participation and Dave Lennox Premier Dealer™ status.

## BACKUP PAPERWORK REQUIREMENTS

- Claim number or completed claim form.
- Copy of the homeowner's invoice, which must include the following:
  - Dealership name & address
  - Homeowner name, address & phone number
  - Model number(s)
  - Purchase date
  - Installation date
  - Homeowner Signature

## ONLINE CLAIM SUBMISSIONS

- Only the Dealer may submit claims online.
- Online submissions are done through DaveNet – Marketing>Local>Consumer /Spiff Submission & Status>Consumer Claim.
- Choose correct promotion code from drop down.
  - Promotional code can be found on the top right corner of the paper claim form.
  - If you cannot find the needed promotional code call 1-888-283-1918 or contact your TM.
- A Dealer email address is required to process claims online and is used for contact purposes regarding claims only.
- Submit backup documentation along with claim number to the Lennox Redemption Center.
  - All required backup documentation must be submitted within 10 business days of installation or postmarked by the given deadline, whichever occurs first.
  - The Lennox Redemption Center will get the purchase/install date from the backup documentation that is provided. The sale and installation dates must fall within the promotional dates to qualify.
- Incomplete or missing backup documentation
  - The Lennox Redemption Center will send out one email notification to the email address given on the claim form for claims requiring additional information.
  - The Dealer has 10 business days to email/fax/mail in the requested information.
  - If the information has not been received within 10 business days, the claim will be denied.
- Dealers can check status of claims online via the Lennox Redemption Center located on DaveNet®.



# 2010 FALL CONSUMER PROMOTION GUIDELINES – U.S.

## MAILED CLAIM SUBMISSIONS

- Dealers and/or homeowners may submit rebate claims through the mail.
- Dealer/homeowner must complete the rebate claim form, attach the required backup paperwork, and mail to the address provided on the claim form.
- Dealers should complete the top portion of the rebate claim form. The claim form must include:
  - Dealership information
  - All model(s) purchased
  - Serial number(s)
- The rebate claim form asks the consumer for their email address. This may be used to contact the consumer for further documentation. If the email address is left blank, the Lennox Redemption Center will contact the dealer via mail.
- Dealer/ homeowner will not have to fill in a Purchase or Installation Date on the claim form. The Lennox Redemption Center will get the date from the backup documentation that is provided. The sale and installation dates must fall within the promotional dates to qualify.
- Claims must be postmarked within 10 business days or by given deadline (whichever comes first).
- Incomplete or missing documentation
  - The Lennox Redemption Center will send out one notification for claims requiring additional information.
  - The homeowner has 10 business days to submit the requested information.
  - If the information has not been received within 10 business days, the claim will be denied.
  - We recommend that whoever is responsible for sending in the claim form and back-up documentation, retain copies of their paperwork for their records.
- **Lennox is not responsible for lost or misdirected mailed claims.** It is recommended that you mail using a method that provides tracking or confirmation
- Homeowners can contact the Redemption Center at 1-888-750-5331 for claim inquiries or status.
- Dealers can check status of homeowner claims online via the Lennox Redemption Center located on DaveNet®.



# 2010 FALL CONSUMER PROMOTION GUIDELINES – U.S.

## FINANCING GUIDELINES

- Dealer registers with GE® Money if they are not already registered.
- Dealer offers 12 Months, with Payment, Deferred Interest Financing through GE Money to the homeowner.
- Homeowner is approved for financing.
- Dealer is “funded” by GE Money for each qualifying job, less appropriate GE Money discount cost.
- Dealer discount 6.10% or Premier Dealer discount 5.6%. Credit plan #312.
- Dealers are responsible for submitting claims for qualifying financing offers.
- Claims must be submitted by mail or online within 10 business days of installation or postmarked by given deadline on claim form (whichever comes first).
- After the claim is reviewed and approved, the Dealer is then given a credit on their Lennox account up to the maximum financing credit amount as indicated on the redemption form.

## CALCULATING DEALER REIMBURSEMENT

- To calculate Lennox promotion credit amount, multiply the Discount Amount Paid by the Dealer’s promotional funding percent from Lennox.
- Example 1:
  - Lennox Dealer with Best CAP Package
  - \$15,000 Purchase
  - Purchase qualifies for \$700 maximum financing credit from Lennox
  - Discount Amount Paid by dealer is \$1065
  - Promotional funding percent from Lennox is 70%
  - $\$1065 * .7 = \$745.50$
  - Dealer will be credited \$700
- Example 2:
  - Dave Lennox Premier Dealer with Best CAP Package
  - \$15,000 Purchase
  - Purchase qualifies for \$1000 maximum financing credit from Lennox
  - Discount Amount Paid by dealer is \$990
  - Promotional funding percent from Lennox is 100%
  - $\$990 * 1 = \$990$
  - Dealer will be credited \$990
- The Total Amount Financed and the Discount Amount Paid can be found in the Sales Activity by Customer section of GE Funding Report.
- Maximum credit amounts will apply.
- Maximum credit amounts are predetermined based on the qualifying Lennox product sold and installed during the promotion dates.
- Lennox does not reimburse Dealers for portions of financing cost on items outside qualifying Lennox products.

## BACKUP PAPERWORK REQUIREMENTS

- Claim number or completed claim form.
- Copy of the homeowner’s invoice, which must include the following:
  - Dealership name & address
  - Homeowner name, address & phone number
  - Model number(s)
  - Purchase date
  - Installation date
- Copy of the GE Funding Report. This is provided daily from GE Money after funding.
- For questions regarding GE Money please call: 1-800-330-5189



# 2010 FALL CONSUMER PROMOTION GUIDELINES – U.S.

## ONLINE CLAIM SUBMISSIONS

- Online submissions are done through DaveNet – Marketing>Local>Consumer /Spiff Submission & Status>Consumer Claim.
- Choose correct promotion code from drop down.
  - Promotional code can be found on the top right corner of the paper claim form.
  - If you cannot find the needed promotional code call 1-888-283-1918 or contact your TM.
- A Dealer email address is required to process claims online and is used for contact purposes regarding claims only.
- Dealers will only need to enter one date that is reflected on their backup documentation. It will have to fall within the promotional dates to qualify.
- Submit back-up documentation along with claim number to the Lennox Redemption Center.
  - All required backup documentation must be submitted within 10 business days of installation or postmark deadline, whichever occurs first.
  - The Lennox Redemption Center will get the purchase/install date from the backup documentation that is provided. The sale and installation dates must fall within the promotional dates to qualify.
- Incomplete or missing backup documentation
  - The Lennox Redemption Center will send out one email notification to the Dealer for claims requiring additional information.
  - The Dealer has 10 business days to email/fax/mail in the requested information.
  - If the information has not been received within 10 business days, the claim will be denied.
- Dealers can check status of homeowner claims online via the Lennox Redemption Center located on DaveNet®.

## MAILED CLAIM SUBMISSIONS

- Dealer must complete the financing claim form, attach the required backup paperwork and mail to the address provided on the claim form.
- The claim form asks for an email address. This may be used to contact the dealer for further documentation.
- Dealer will not have to fill in a Purchase or Installation Date on the claim form. The Lennox Redemption Center will get the date from the backup documentation that is provided. The sale and installation dates must fall within the promotional dates to qualify.
- Claims must be submitted within 10 business days or postmarked by the given deadline (whichever comes first).
- Incomplete or missing documentation
  - The Lennox Redemption Center will send out one notification to the dealer for claims requiring additional information.
  - The dealer has 10 business days to submit the requested information.
  - If the information has not been received within 10 business days, the claim will be denied.
  - We recommend that whoever is responsible for sending in the claim form and back-up documentation, retain copies of their paperwork for their records.
- **Lennox is not responsible for lost or misdirected mailed claims.** It is recommended that you mail using a method that provides tracking or confirmation
  - Dealers can check status of homeowner claims online via the Lennox Redemption Center located on DaveNet® or by calling the Lennox Redemption Center at 1-888-283-1918.

