

Honeywell Generators



Honeywell

The need for reliable power is growing.
Your dealership can grow with it.

In a world where power quality and infrastructure is increasingly in question, homeowners need real solutions to protect their family and investments.

As a Honeywell generator dealer, you have a unique opportunity to sell this profitable product line—one that generates income year after year.

CAUSES

Power outage hot spots aren't due to weather alone. Mother Nature, grid overload, and increasing demand contribute to power outages. In 2010, 4,839 power outages affected 26,251,735 people.



DURATION

Power outages duration is increasing. Unexpected power outages are becoming more frequent and lasting longer. How long can your customers be without refrigeration, HVAC, a sump pump, or other critical systems?



Why Sell Automatic Backup Generators

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The Residential Market Potential is Huge...

There are more than 73 million
single family homes in the United States

Currently only just over 2% of homes
have a backup generator

That means...

Every 1% of these households
represents \$2 billion in market potential

What's Important in an Outage?

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- Heating and Cooling
 - freezing pipes or mold damage
- Refrigeration
- Computers and Electronics
 - Stay connected in an emergency
- Running Water & Septic
- Security Systems remain powered



Use Your Existing Customer Base

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Turn every customer into a prospect again.

When you think about it, every client you have is a potential customer for a generator. They have homes, families and lifestyles to protect. They trust the premium Honeywell brand name, but more important, they trust you and your reliable service. While automatic backup generators are not typical of the systems you install, they should be.

*Back up the systems you install
with a Honeywell automatic
standby generator and
watch your profits grow.*



Honeywell in the Home

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Honeywell. A brand to trust.

Even with all the choices available to consumers, the brands they trust still carry a lot of power—especially when those brands help them protect their families, lifestyles, and the investments they have in their homes.



The Honeywell brand is already a recognized and trusted name with your customers.

Business Opportunity

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Why Honeywell?

With a brand name like Honeywell, consumers expect choices, not to mention premium features you won't find on other backup generator products:

- **5-Year Warranty (Comprehensive)**
- **Broad product line to accommodate any customer**
 - ♦ *11, 15 & 20 kW air-cooled automatic backup generator models*
 - ♦ *25-150 kW liquid-cooled commercial backup generators (single and three phase)*
- **Mobile Link standard up to 45 kW single phase**
 - Cellular based remote monitoring
- **Aluminum enclosure standard**
- **Sync Controller and Sync Transfer Switch**



10, 15, 20 kW models

25 – 150 kW models



Sync transfer switch



Mobile Link Monitoring

Product Mix and Timeline

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- **Portable**
 - Options ranging from 3250 -7500 watts
- **Inverter Gens**
 - Options ranging from 800 -2000 watts
- **Home Standby**
 - Honeywell brand to positioned as a premium to the current Generac product by including additional feature sets and accessories.
 - Aluminum enclosure, Mobile Link, 5 Yr Warranty, Base Fascia, Color
 - 7 Single Phase SKUs – Ranging from 10kW- 45kW
- **Commercial**
 - 25- 150kW Single and Three Phase

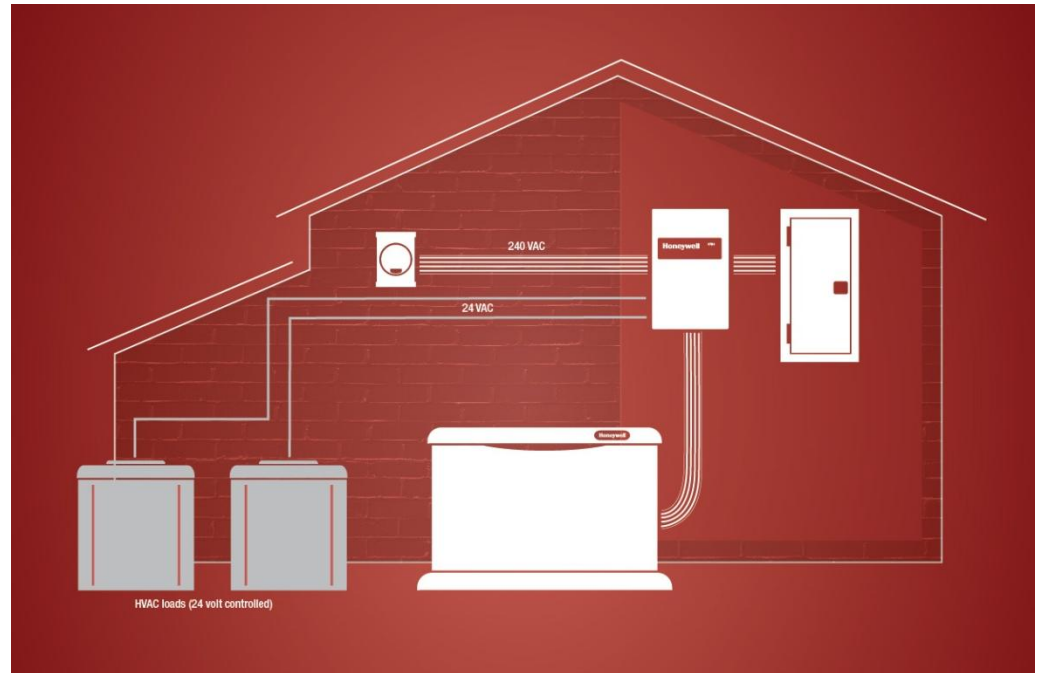


The Generator System

How It Works

The generator system is simple - the generator and transfer switch work together to monitor utility power **24/7**.

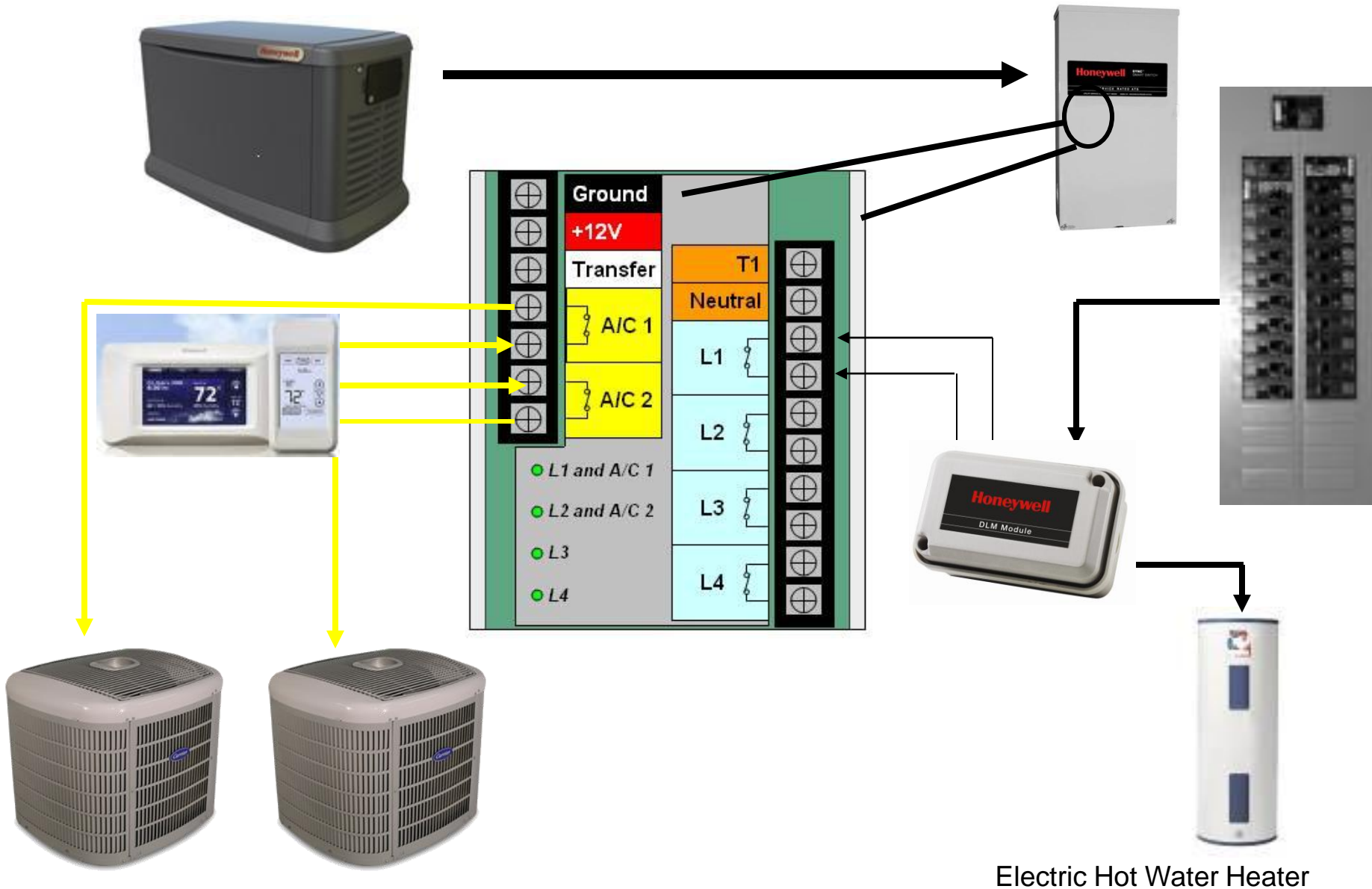
- The system starts automatically in the event of an outage, regardless if someone is home or away
- The generator sits outside the home or business like a central air conditioner
- The transfer switch is located next to the main breaker box



1. *Within seconds of the transfer switch sensing utility power is lost, the generator starts automatically to supply power.*
2. *When the return of utility power is sensed, it automatically shuts down...*
3. *...and returns to standby mode, ready for the next outage.*

How Load Management Works

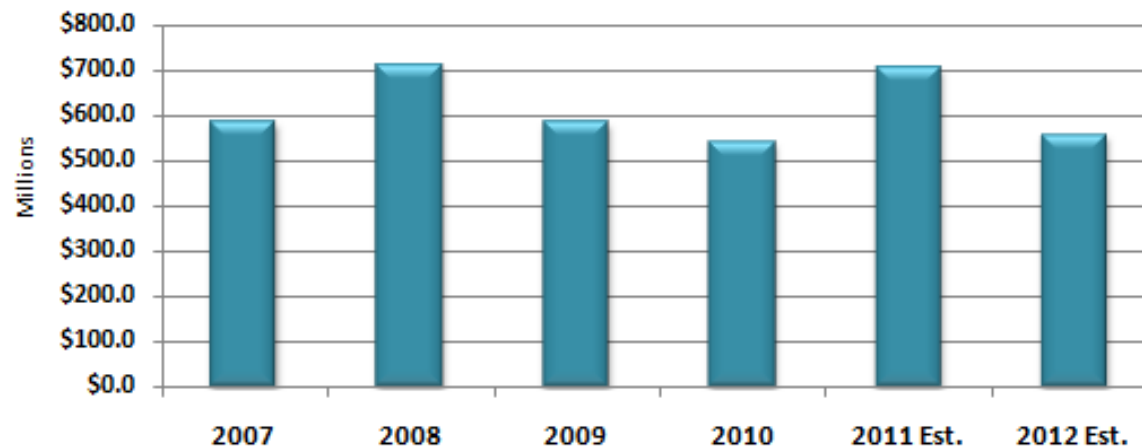
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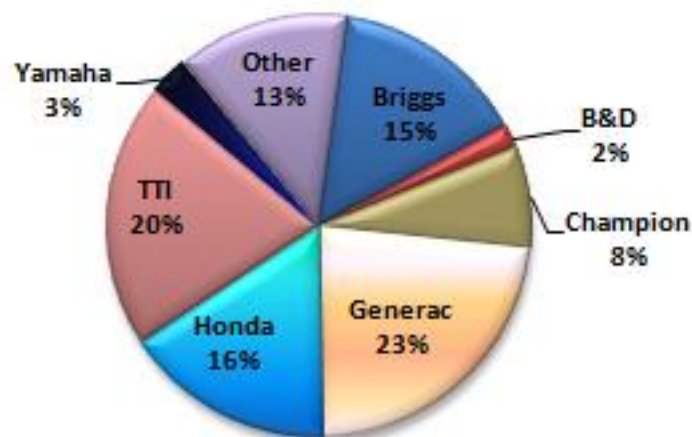
Electric Hot Water Heater

NA Portable Generator Market

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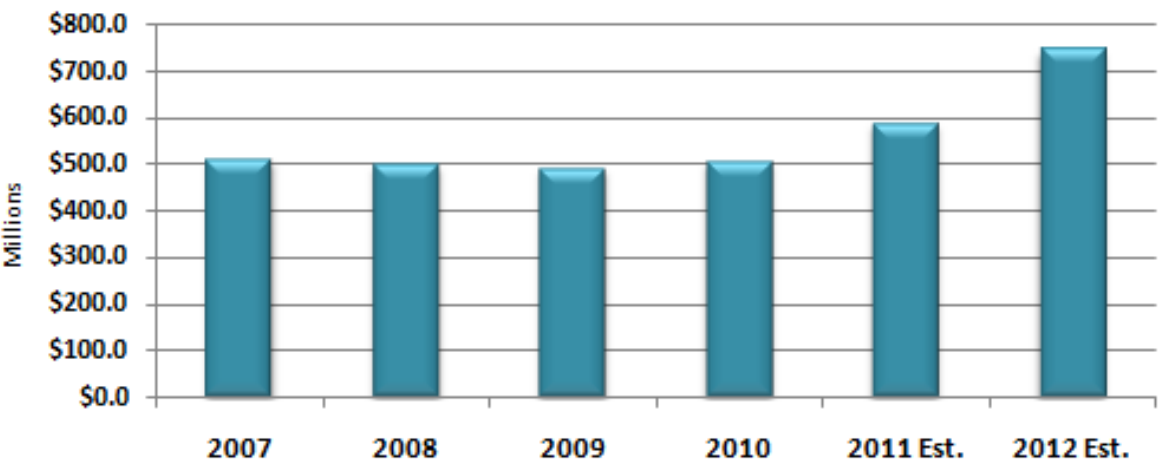


2011 Market Share Est.

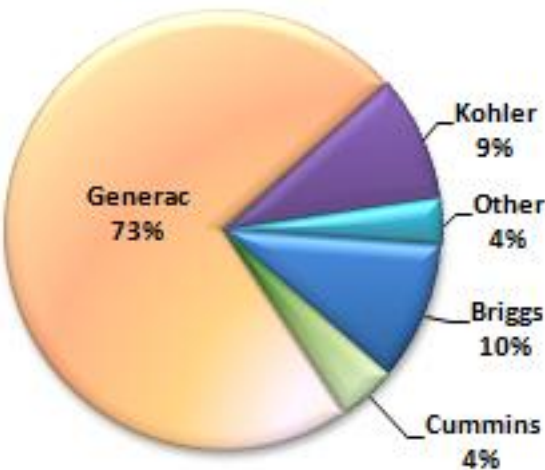


\$705 M (Retail \$)

NA Residential Standby Generator Market

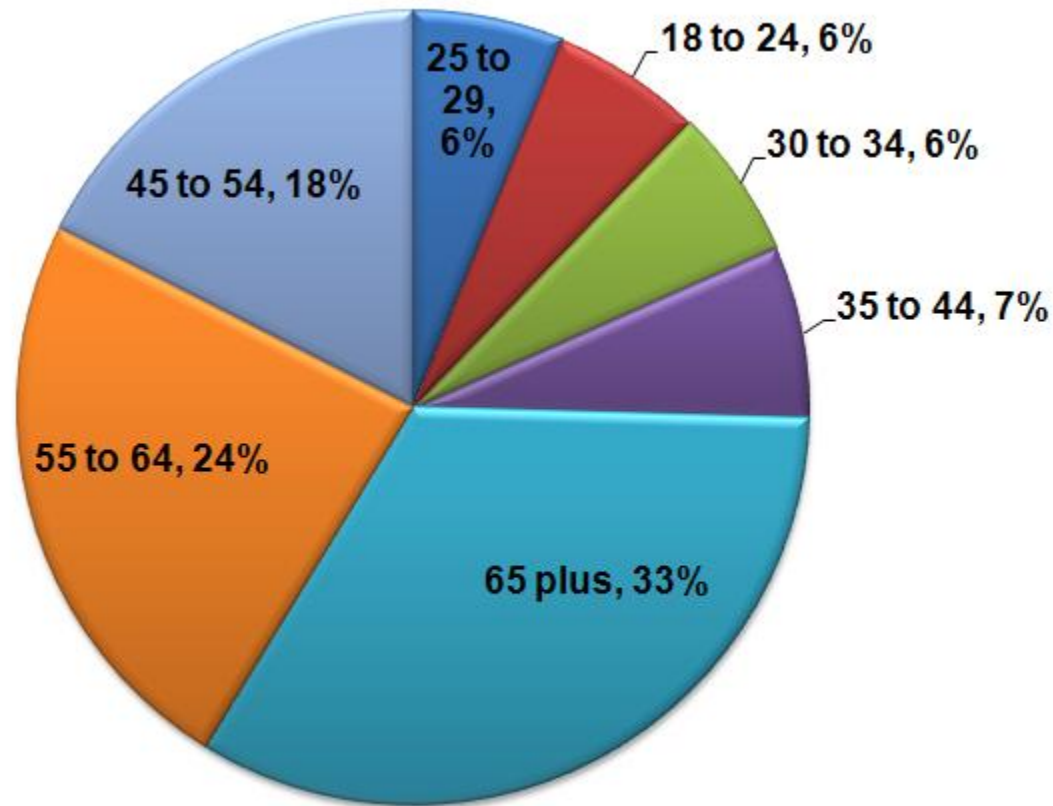


2011 Market Share Est.



\$588 M (Retail \$)

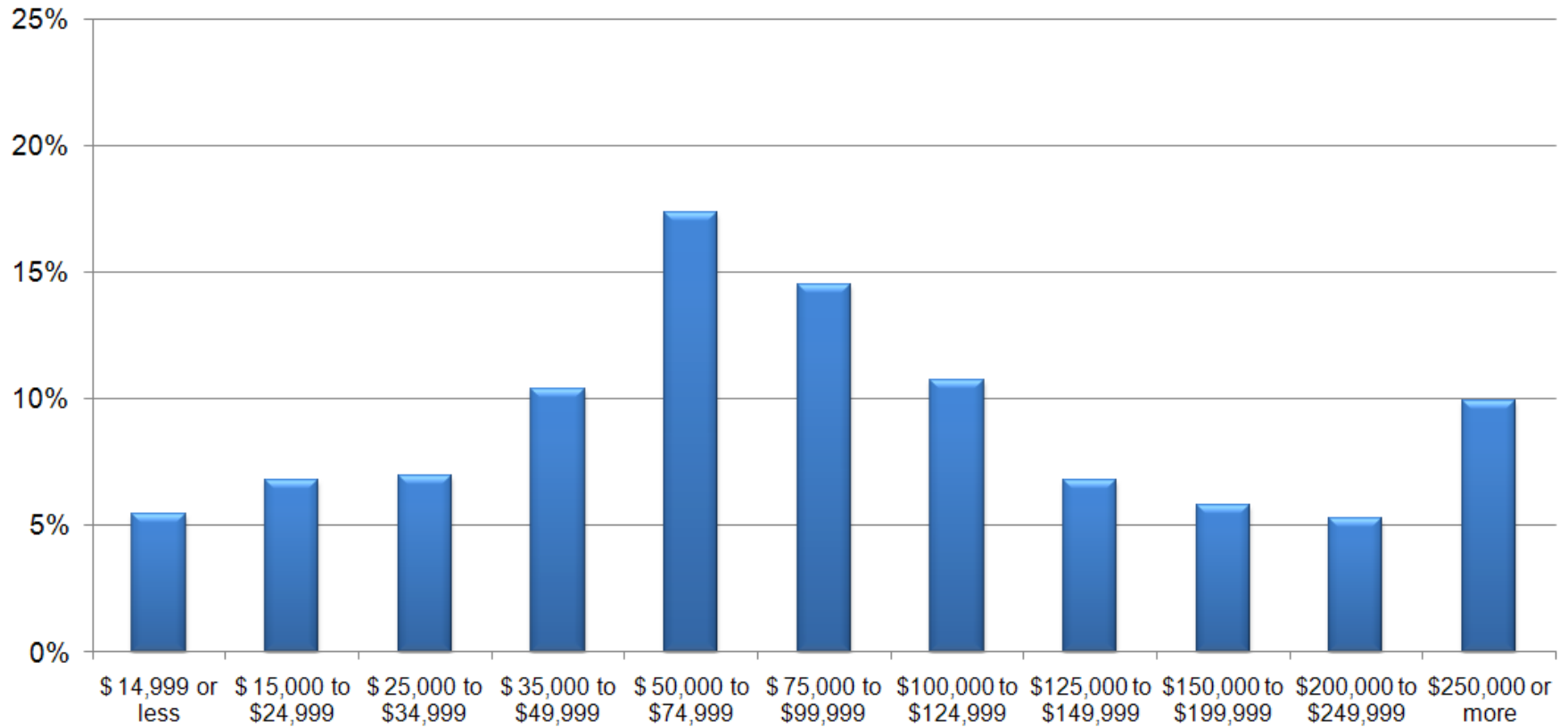
Permanent Generator Purchaser Age



75% of permanent generator purchasers are over 45 years of age

Permanent Generator Purchaser Income Level

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The average permanent generator purchaser's income is approximately \$110,000

*The average is positively skewed by the large amount of purchaser's with income of \$250,000 or more

Average Respondents Per Year= 66 (2000-2010)

The tools and support you need for success.

A complete range of product literature that explains how Honeywell automatic and portable generators work, the installation process, and service contract options.

Marketing materials including ad slicks, billboards, direct mail programs and more.

Lead generation

Flexible financing for you and your customers

Comprehensive online training

Product Specialists

Local Parts Availability



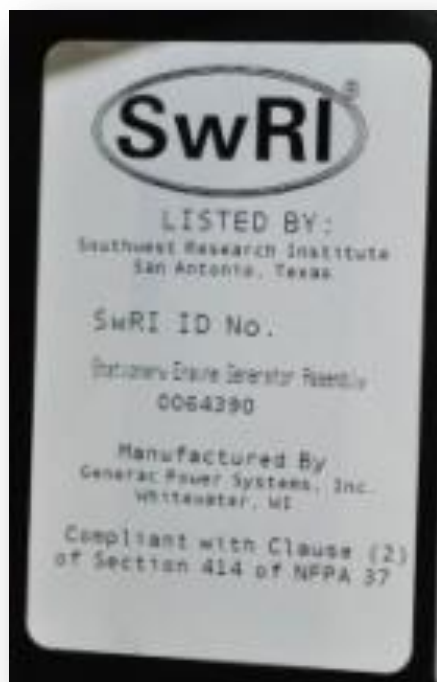
Service, Warranty and Customer Service Support

855- GEN-INFO (436-4636)

info@honeywellgenerators.com



85 Product Enhancements in 2013
The Best keeps getting Better!



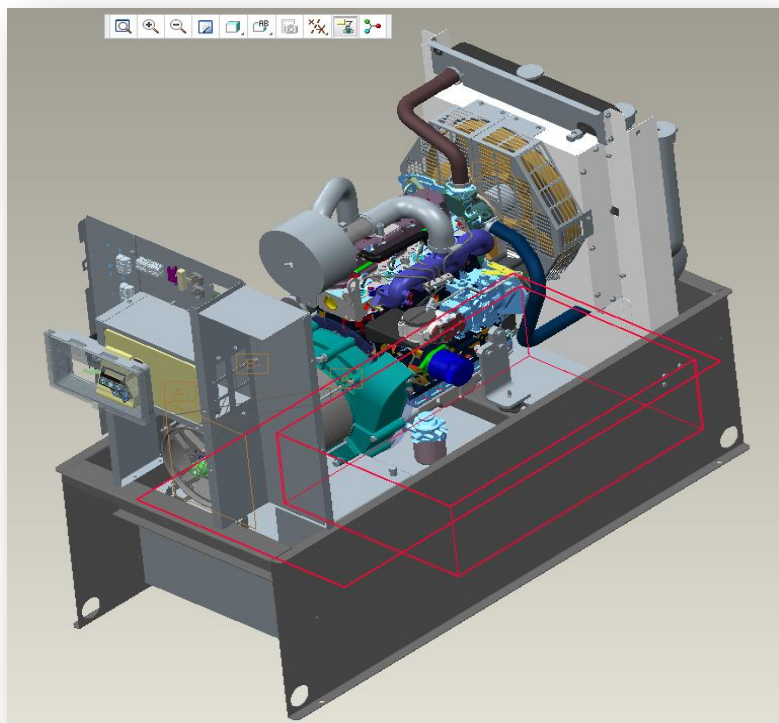
- Third party flame tested and validated to meet NFPA 37 requirements for 18" offset from a home or building
- Each unit will have a certification decal specifically calling out the model and certification file

- All air cooled units and switches will move to a comprehensive 5 year warranty





10kW units will move up to an 11kW



- 15-50kW Diesel early Q2 of 2013
- These will be available in single and three phase and will be extremely competitively priced in the market
- There will be internal and external vent and fill models
- Code specific accessories will be available

Questions?

