



**Kenmore**<sup>®</sup>  
*Be Amazing*<sup>SM</sup>

Over 100 years of performance  
trusted by more than 100 million Americans

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# HEY, ALEXA, CAN I BUY A KENMORE APPLIANCE ON AMAZON?

The brand you've trusted from Sears for over 100 years is  
now also available on Amazon.

It's easier than ever to come home to Kenmore.

Click. Buy. Delivered. Installed. Beyond Amazing.

shop at Sears

shop at Amazon\*

\*in limited areas



Kenmore  
*Be Amazing*

sears

amazon

Available now thru Amazon in LA and Chicagoland  
More regions will be added thru 2018



“Alexa, turn on air conditioner”

“Alexa, set air conditioner to 74 degrees”





dishwasher

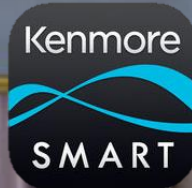




Smart Grid Ice Maker Air Filter Water Filter Freezer Temp 37 Refrigerator Temp Control Lock Door Alarm Dispenser Light



refrigeration



# laundry



- Normal
- Heavy Duty
- Towels
- Bulky | Comforter
- Khaki | Jeans
- Steam Sanitize
- Steam Refresh
- Casual
- Workout Wear
- Delicates
- Express Dry
- Touch Up
- Air Dry
- My Cycle





You reached the maximum limit  
set at water heater



Energy Saver

# water

Vacation





# How are consumers learning about energy saving features?

## In-store:

Sears associates are trained with specific product knowledge including ENERGY STAR



**NEW Kenmore Elite Smart Refrigerator**

The Kenmore Elite Smart Refrigerator notifies members like power outages and leaving the freezer drawer open a thing of the past. Delivering modern convenience with intelligent technology to make life easier, members can conveniently access settings from a smartphone or tablet — anytime and anywhere.

**Product Specifications**  
**#75042/3/8:** 23.7 Cu. Ft. Kenmore Elite Smart Refrigerator  
**#75053:** 23.5 Cu. Ft. with Grab-N-Go™ Door

**Control Temperature Settings from Anywhere:** Members can use their smartphone or tablet to monitor and change the temperature of the refrigerator and freezer compartment.

**Door Open Warning:** When the refrigerator or freezer door is left open for more than 60 seconds, the Kenmore Smart Refrigerator will send an alert to the member's smartphone or tablet.

**Convenient Reminders:** The Kenmore Smart App will notify members two weeks before it's time to change the water filter or the CleanFlow™ air filter. This gives them time to purchase the filter so they can replace it when they're notified. The Kenmore Smart App even takes the hassle out of identifying the correct filter by directly connecting members to the source for a replacement purchase.

**Peace of Mind:** If the Smart Refrigerator experiences a power outage or performance error, the Kenmore Smart App will let members know there's a problem so they can take action to prevent food spoilage.

**Remote Support:** The Kenmore Smart App can connect members with a technician to help troubleshoot and diagnose any errors or issues.

**Accela Ice™:** Members can use their smartphone to activate the feature, which produces more ice for entertaining, without ever leaving the party.

**Energy Management:** Smart Control has an array of energy management features that will help members conserve energy and allow them to keep watch on how much they're using.

**sales tip**  
 Let members know the Kenmore Smart App can also control a Kenmore Elite smart laundry pair. The app will be able to control over 100 products an additional smart remote, are added to the Kenmore lineup.

**need to know**  
 #5042/3/8 available in white, stainless steel and black.

**need to know**  
 The Kenmore Smart App makes it easy to set up, program and control the Kenmore Elite Smart Refrigerator. Members can download the free Kenmore Smart App from the App Store or Google Play.

**18** SOURCE: IFA, SALES TODAY

**Counter-Depth Design:** Members can save space in their kitchen and achieve a sleek, built-in look.

**GenSense™ Technology:** Combines digital temperature controls, electronic sensors and multi-air flow to provide optimum temperature performance.

**Linear Compressor:** The efficient design helps to provide just the right amount of cool. The compressor quickly responds to ambient temperature changes to keep the refrigerator and freezer temperatures more consistent, so food stays fresh.

**CleanFlow Air Filter:** Utilizes fan-forced air through a charcoal filter to keep the refrigerator fresh and is 15 times more effective than baking soda in reducing odors. It is recommended to change the air filter approximately every six months. (Replacement air filter #5061.)

**Compact Water Filter:** The "NSF" certified,\* space-saving filter is recessed into the ceiling of the refrigerator so it doesn't interfere with usable ice shelf space. (Replacement water filter #5060.)

**Temperature-Controlled Full-Width Party Drawer:** The perfect storage drawer for soft beverages or extra-large items like wigs and party planners. The full-width drawer features digital controls that let members choose Must, Chill or Produce so they can create the right environment for beverages.

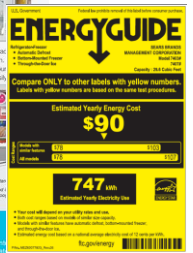
**Simple Select Dispenser:** Features a sleek, uncluttered look with easy-to-use smooth touch icons for blended, cubed ice and crushed ice. The spacious design lets our members fill large pitchers, coffee pots and water bottles with ease. The simple shape also makes the dispenser easy to clean.

**AirTight Crisper:** Uses a unique seal and moisture lock grid to vegetables stored in the AirTight crisper drawer retain weight and moisture. The keeps them fresher for longer when compared to a standard crisper bin.

**Kenmore. Be Amazing.**

**need to know**  
 Before you make the sale, make sure your members understand that they need have a Wi-Fi router with an IPv4 connection and smart phone or tablet to use the Kenmore Smart App and the smart features of the refrigerator.

**18** SOURCE: IFA, SALES TODAY



## Web:

Online product pages highlight the advantages of ENERGY STAR products. Anyone can have air conditioning for \$70 a year.\*

**The ENERGY STAR Advantage**

The average American household...  
 generates **20,000 lbs.** of greenhouse gases per year  
 can save about **\$575 per year\*** with ENERGY STAR

Thanks to ENERGY STAR, together Americans in 2014...  
 prevented **283 million** tons of greenhouse gases  
 saved **\$31 billion** on their utility bills

\*Based on \$2,000/year avg. household energy bill. \*\*See average compared to standard models — SOURCE: US EPA ENERGY STAR Program.

View larger

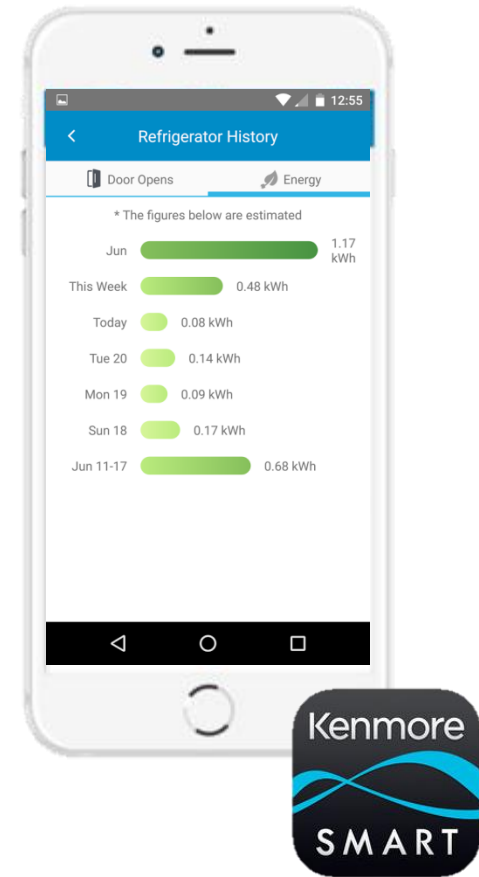
**Kenmore. Smart Air Conditioner: Efficiency That Pays**

save \$55 over the life of the unit.\*  
 uses 9% less energy.\*  
 just \$70 to run per year.\*

\*See average compared to standard models — SOURCE: US EPA ENERGY STAR Program.

# Our Kenmore Smart App History educates about Energy Consumption

- Energy consumption is measured by the appliance and displayed by the app
- For many appliances, frequency of usage impacts the magnitude of energy consumption
  - Smaller families typically do less laundry
- Time saving features like glass doors on fridge or a dryer's wrinkle guard setting could reduce total consumption if adopted by the user



# Kenmore Smart Refrigerators are ready to enable Demand Response



- Kenmore is looking for partners for an energy consumption pilot
- Meets ENERGY STAR Residential Refrigerator v5.0 spec
- When Delayed Defrost is triggered during an active Demand Response event, the defrost cycle can be delayed up to 4 hours

# Future looking: New features in Connected Appliances could disrupt ENERGY STAR standards

- ENERGY STAR targets lower energy consumption for appliances
- However, the introduction of new features are disrupting the High to Mid range appliance market
  - Always on voice control
  - Entertainment
  - Cameras
  - Cellular
  - AI/Automation
- Consumers desire for new features in appliances could be opposition to our desire to improve energy efficiency
- ENERGY STAR should investigate how to handle this changing marketplace

**Learn more about ENERGY STAR certified  
Kenmore Appliances and HVAC systems at  
Sears Holdings Booth in Expo Hall**

**&**

**Please join us Thursday for the  
Sears Holdings Green Leadership Summit  
from 8am to 1 in the Chicago 7 Ballroom  
to learn more about Sears Holdings,  
Kenmore, and our new initiatives.  
See Paul Campbell for invitations**

# Finally, a Big “Thank You!” to the DoE, EPA/ENERGY STAR, ICF, and Navigant for visiting Kenmore to walk thru new Demand Response test methodology



Sears Holdings and Kenmore are proud to be ENERGY STAR Partners

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