



Consumer Receives
Up to a \$2,000* Rebate
OR
Special Financing*

* with purchase of a qualifying Lennox® home comfort system
(See enclosed for details)

Promotion Dates:

Homeowner must purchase between **July 1, 2013 and August 23, 2013**

Dealer must install between **July 1, 2013 and August 23, 2013**

Claims must be entered ONLINE by homeowner with back-up documentation within 14 days of installation or by **August 30, 2013, whichever occurs first.**

Dealer must have purchased a Lennox Best CAP package to participate in this promotional offer. Dealer may offer both Consumer Rebates and Financing for qualifying equipment, but will only receive promotional benefits for one offer.

***NEW FOR 2013* - HOMEOWNER REBATE CLAIM SUBMISSION GUIDELINES**

CONTACT INFORMATION

For general questions regarding processing promotional claims:

- Contact 360 Incentives at 1-855-458-5462
- or email lennoxrebates@360incentives.com

REBATE SUBMISSION – Must be submitted by the homeowner

- **The sale and installation to the homeowner must fall within the promotional dates to qualify (July 1, 2013 - August 23, 2013).**
- Homeowner must receive the rebate offer directly from a participating Lennox dealer.
- This offer will be a rebate check or debit card 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.
- **Dealer must not charge the consumer for any portion of the consumer offer.**
- **All claims must be submitted online.**
- **HOMEOWNER must enter their REBATE online at: www.lennoxconsumerrebates.com**
- **HOMEOWNER must also submit their homeowner invoice and a copy of the Consumer Rebate Submission Form.**
- **Claims are not approved until proper back-up documentation has been provided and audited.**
- After the claim is audited, approved and processed the dealer is then billed for their amount of the rebate based on their CAP package level. For Best CAP participants this will be 30% of the approved rebate amount.





CLAIM SUBMISSION

- **DEALER must provide homeowner with the following:**
 1. a copy of their **homeowner invoice**
 - Invoice number
 - Include ALL model numbers purchased
 - Homeowner name
 - Homeowner address
 - Date of installation
 - Dealer name and address
 2. the completed **Consumer Rebate Submission Form** (see separate document titled "Consumer Rebate Submission Form")
 - Please fill out in its entirety. Failure to do so could delay the processing of the homeowner's rebate.
- **Homeowner must complete their rebate submission online within 14 days of installation or by August 30, 2013, whichever occurs first.**
- 360 Incentives audits claims and back-up documentation.
- **Claims are not approved until proper back-up documentation has been provided and audited.**
- Please allow 4-6 weeks for rebate processing
 - Homeowner may choose to expedite their rebate processing for a small fee. They can select this option when they are submitting their rebate. If they choose to expedite payment, they will receive payment in form of a check minus the fee for the expedited service they select (debit card is not available for expedited payment option).
- **Incomplete or missing back-up documentation:**
 - If there is an error with the claim and additional information is required, 360 Incentives will send an email directly to the homeowner notifying them of the error.
 - If back-up documentation is not received within 14 business days of entering the claim, the claim will be denied.

ONLINE CLAIM STATUS

- Dealers are encouraged to check the status of homeowner-entered rebate claims online through 360 Incentives, located on DaveNet®
 - Log on to www.davenet.com
Marketing>Consumer/Spiff Submission & Status>Consumer Promotions *NEW*

CLAIM STATUS DEFINITIONS

Below are terms you will see when checking the status of claims submitted:

- **"Submitted"** - Claim has been entered and is waiting to be audited.
- **"Approved"** - Claim has been approved & processed to be paid. Allow 4 to 6 weeks for homeowner to receive their check with normal processing from claim approval date.
- **"On Hold"** - Claim may be on hold for various reasons. Some examples are: missing invoice, serial number needs verification, information on invoice doesn't match the rebate information entered online.
- **"Paid"** - Rebate has been processed and will be sent to the homeowner.
- **"Declined"** - Claim has been declined and will not be processed. Here are some examples of why claims are declined: required or corrected back-up documentation was not received within notification period, missing or invalid serial number(s) on claim and/or back-up documentation, missing model number(s) from invoice, products were sold or installed outside program dates, or model number on claim does not match model number listed on invoice, products submitted do not make up a system, or product model does not qualify in system sold. Ineligible product(s) will result in partial denial of claim and reduced rebate amount.





Rebate Offer – Up to \$2,000*

Promotion Code: NU83CR0213

**Includes Ultimate Comfort System with PureAir™, iharmony™ and Solar Panel add-on.*

Promotional Offer Valid on Installations July 1, 2013 – August 23, 2013

(Claim must be submitted with proper documentation by homeowner within 14 days of installation or by August 30, 2013 whichever occurs first. Please see guidelines for complete details.)

System Options:

To be eligible for a system rebate, homeowner must purchase one qualifying product from *each* category: *Outdoor, Indoor, and Control*. PureAir, iharmony zoning system and solar panels can be added to qualifying systems below for an additional rebate.

**Install the Ultimate Comfort System
for up to a \$2,000 Rebate**

Plus, up to
\$500
in Tax Credits!



Meet the most advanced, most efficient, most capable heating and air-conditioning system ever created. It's a triumph of Lennox innovation, comprised of the most advanced technology we've ever assembled into one system.

System - \$1,400		
OUTDOOR	INDOOR	CONTROL
XC25 ¹	SLP98V ¹	icomfort
XP25 ¹	CBX40UHV ¹	Wi-Fi®

+ Solar Panel Add On⁴ - \$300

+ iharmony™ Add On⁴ - \$200

+ PureAir™ Add On⁴ - \$100

¹ icomfort enabled unit. Must have an icomfort-enabled indoor unit to use the icomfort control option. Homeowner must submit serial number for icomfort Wi-Fi.

² No separate indoor unit is needed to qualify for a Package unit system.

³ Must be a programmable Honeywell thermostat purchased from Lennox.

⁴ PureAir, iharmony and Solar Panels add on rebate are system add-ons only. They do not qualify for an individual rebate and must be purchased with a qualifying system to redeem additional rebate amount. One PureAir, one iharmony and one Solar Panel rebate per system. Cannot be combined with individual unit offers. Super Saver System, System 1, System 2, and System 3 qualify for Solar Add On. Must install a minimum of four solar panels.





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Promotional Offer Valid on Installations July 1, 2013 – August 23, 2013

(Claim must be submitted with proper documentation by homeowner within 14 days of installation or by August 30, 2013 whichever occurs first. Please see guidelines for complete details.)

System Options:

To be eligible for a system rebate, homeowner must purchase one qualifying product from *each* category: *Outdoor, Indoor, and Control*. PureAir, iharmony zoning system and solar panels can be added to qualifying systems below for an additional rebate.

Plus, up to
\$500
in Tax Credits!

System #1- \$1,000		
OUTDOOR	INDOOR	CONTROL
XC25 ¹ XP25 ¹	SL280V ¹ CBX32MV ¹	icomfort Wi-Fi [®]
XC21 ¹ XP21 ¹ XC17 ¹ XP17 ¹	SLP98V ¹ SL280V ¹ CBX40UHV ¹ CBX32MV ¹	

System #2- \$800		
OUTDOOR	INDOOR	CONTROL
XC25 ¹ XP25 ¹ XC21 ¹ XP21 ¹ XC17 ¹ XP17 ¹	EL296V ¹	icomfort Wi-Fi

Plus add on to a qualifying system for up to an additional \$600 in rebates.

- + \$300 Solar Panel Add On⁴**
- + \$200 iharmony™ Add On⁴**
- + \$100 PureAir™ Add On⁴**

System #3 - \$700		
OUTDOOR	INDOOR	CONTROL
XC21 ¹ XP21 ¹ XC17 ¹ XP17 ¹ 15CHPX ² 15CHAX ² 15GCSX ²	SLP98V ¹ EL296V ¹ EL296E EL195E SL280V ¹ O23V/OF23V SLO183V CBX40UHV ¹ CBX32MV ¹	CS7000 CS5000 Harmony III™ Honeywell t-stat ³

System #4 - \$500		
OUTDOOR	INDOOR	CONTROL
XC16 XP16	SLP98V ¹ EL296V ¹ EL296E EL195E SL280V ¹ O23V/OF23V SLO183V CBX40UHV ¹ CBX32MV ¹	icomfort Wi-Fi CS7000 CS5000 Harmony III Honeywell t-stat ³

System #5 - \$300		
OUTDOOR	INDOOR	CONTROL
XC14 XP14	SLP98V ¹ EL296V ¹ EL296E EL195E SL280V ¹ O23V/OF23V SLO183V CBX40UHV ¹ CBX32MV ¹	icomfort Wi-Fi CS7000 CS5000 Harmony III Honeywell t-stat ³

Individual Unit Rebates				
\$500	\$200	\$150	\$125	\$100
XC25 XP25	SLP98V, CBX40UHV XP21, XC21	SLO183V, CBX32MV, XC17, XP17	SL280V	EL296V, XC16, XP16

¹ icomfort enabled unit. Must have an icomfort-enabled indoor unit to use the icomfort control option. Homeowner must submit serial number for icomfort Wi-Fi.

² No separate indoor unit is needed to qualify for a Package unit system.

³ Must be a programmable Honeywell thermostat purchased from Lennox.

⁴ PureAir, iharmony and Solar Panels add on rebate are system add-ons only. They do not qualify for an individual rebate and must be purchased with a qualifying system to redeem additional rebate amount. One PureAir, one iharmony and one Solar Panel rebate per system. Cannot be combined with individual unit offers. Ultimate Comfort System, System 1, System 2, and System 3 qualify for Solar Add On. Must install a minimum of four solar panels.



***NEW* FOR 2013 - DEALER FINANCING CLAIM SUBMISSION GUIDELINES**

- GE Capital offers dealers a menu of pre-determined financing options. Participating dealers must select from one menu of options for the calendar year (A, B, C or H.)
- Dealer selects a financing promotional offer from their pre-determined menu.
- Dealer offers the selected financing promotional offer (through GE Capital) to the homeowner on purchases with Home Climate credit card between July 1, 2013 and August 23, 2013.
- Homeowner must be approved for financing by GE Capital.
- Dealer is “funded” by GE Capital for each qualifying job, less appropriate GE Capital discount cost.
- All jobs must be funded by August 30, 2013.
 - **DEALER must submit FINANCING claims online at: www.davenet.com following the path below: Marketing>Consumer/Spiff Submission & Status>Consumer Promotions *NEW***
- 360 Incentives audits claims and back-up documentation.
- **Claims are not approved until proper back-up documentation has been provided and audited.**
- After the financing claim is audited, approved and processed the dealer will then be credited for their portion of the financing, based on CAP package level and Dave Lennox Premier Dealer™ status.
- 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 the dealer for portions of financing cost on items not covered on Lennox Consumer Promotion.
- **Please allow 2 to 3 weeks for credit to appear on dealer account once claim has been approved.**

CALCULATING DEALER REIMBURSEMENT

- To calculate Lennox promotion credit amount, multiply the Discount Amount Paid by the dealer’s promotional funding percent from Lennox.
 - 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.

Financing Example #1: Lennox Dealer with BEST CAP Package (Premier)

- \$15,000 Purchase (System #1 plus PureAir add-on)
 - Purchase qualifies for \$990 maximum financing credit from Lennox (\$1100 x 90%) - See promotional flyer for maximum payouts.

Financing Example #2: Lennox Dealer with BEST CAP Package (Non-Premier)

- \$15,000 Purchase (System #1 plus PureAir add-on)
 - Purchase qualifies for \$770 maximum financing credit from Lennox (\$1100 x 70%) - See promotional flyer for maximum payouts





Special Financing – Financing Offer
Promotion Code: NU83FN0213

Maximum Financing Credit Per System		
Systems	Premier	Non-Premier
	Best	Best
Ultimate Comfort System*	\$1260	\$980
System #1 *	\$900	\$700
System #2 *	\$720	\$560
System #3 *	\$630	\$490
System #4 *	\$450	\$350
System #5 *	\$270	\$210

*Refer to Consumer Rebate offer for qualifying systems and system requirements.

Maximum Financing Credit Per System Add-On		
System Add-Ons	Premier	Non-Premier
	Best	Best
PureAir™	\$90	\$70
iHarmony™	\$180	\$140
Solar Panels	\$270	\$210

Maximum Financing Credit Per Unit		
Individual Units	Premier	Non-Premier
	Best	Best
SLP98V	\$180	\$140
SL280V	\$113	\$88
SLO183V	\$135	\$105
EL296V	\$90	\$70
CBX40UHV	\$180	\$140
CBX32MV	\$135	\$105
XC25/XP25	\$450	\$350
XC21/XP21	\$180	\$140
XC17/XP17	\$135	\$105
XC16/XP16	\$90	\$70

Premier Dealer financing credit amount is 20% over Best CAP reimbursement amount (ie. 90% for BEST CAP dealers – 70% plus additional 20%) when financed through GE Capital.



**TERMS AND CONDITIONS for Participating Lennox Dealers:**

Terms and conditions: This offer is available through participating Lennox dealers. Participating dealers must have purchased a 2013 Lennox CAP package. Promotions are offered to the homeowner at the discretion of the Lennox dealer. 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 July 1, 2013 and August 23, 2013. Claims must be entered online and paperwork submitted within 14 business days of installation or by August 30, 2013, whichever occurs first. Claims and/or paperwork will not be accepted after August 30, 2013.** This offer applies to residential installations only. Commercial installations, dealership employees, 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. Rebate payments/Financing credits will not be issued for denied claims. 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. Consumers can redeem only one of the promotional offers per serial number sold. All required back-up paperwork must be sent to 360 Incentives **via Fax: 1-855-851-5357 or email: lennoxrebates@360incentives.com**. Lennox is not responsible for lost/missing paperwork. Submission will not be accepted for retailers, clubs, organizations, wholesalers or contractors. Cannot be combined with any other Lennox Consumer promotional offer. Multiple qualifying products may be sold within individual family or household. Purchase of equipment must be made by the individual receiving the Rebate. Offer invalid and checks are void if not cashed within 180 days of issuance and cannot be reissued. Please allow 4-6 weeks for check or debit card processing after claim has been approved, unless expedited payment option has been selected.

