



10-YEAR WARRANTY PROMOTION

Deal of
the Decade

 **Speed Queen.**

10-YEAR WARRANTY PROMOTION

Rules

This is an incredible, limited time offer.

- 1. Consumer must purchase a Speed Queen® washer, dryer and/or stack washer/dryer from July 15 through September 30, 2019. New units only and must be purchased from an authorized Speed Queen dealer (USA)*
- 2. Consumer must take delivery no later than September 30, 2019*
- 3. Consumer MUST register the unit(s) for warranty within 60 days of purchase at SpeedQueen.com. Late submissions will only receive the standard warranty of 3, 5 or 7 years*
- 4. When registering, consumer MUST include the special promotion code supplied by the dealer at time of purchase*

Washer and/or dryer must be for residential use only. All residential models are eligible. All other conditions of the Speed Queen warranty bond apply. See dealer for details or go to speedqueen.com to see the warranty document.



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Assets

It's time to take the "Deal of the Decade - 10-Year Warranty Promotion" to market and we have created several resources to help you do so. You are welcome and encouraged to use any of the following assets, which include a PR template, social media posts, print ad, images, artwork and point of sale materials.

Press Release Template

This version of the 10-year warranty press release allows you to customize highlighted sections with your specific store information and send to your local media to increase awareness and drive traffic to your location.

[Download Template Here](#)

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Assets

Social Media

We have an image you can post on your social media platforms introducing this promotion.

[Download Image Here](#)

Suggested copy:

From now until September 30, Speed Queen is offering a 10-year parts and labor factory warranty on all their machines. Stop by and take advantage of this limited-time offer today!



We will also have two 10-year social media posts in our ongoing content for August. These will be available in the Dealer Center and PromoBoxx soon.

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Point of Sale

You will be receiving a 10-Year Warranty promotion easel and window cling. The easel can be set on top of the Speed Queen washers and dryers in your showroom. We suggest carefully removing and storing the existing warranty belts and magnets while the 10-year promotion is running, and then reapplying them after the promotion period. The window cling can be stuck to your front door or window to let customers know about this incredible offer.

These point of sale materials will be available through your sales rep.



10-Year Warranty Window Cling
AR19-0082



10-Year Warranty Easel
AR19-0081

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Print Ad

We have a print ad to help communicate the 10-Year Warranty Promotion with local advertising. The file is a PDF form which allows your dealer logo and contact info to be added to it.



Customizable Print Ad

[Download Here](#)

Artwork

Artwork file for the 10-Year Badge, 10-Year Trophy and Most Reliable Badge are available for you to place on your website and in your advertisements.



All Artwork

[Download Here](#)

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Assets

Website

We have put together a variety of image sizes that can be used on your website. Please resize the images proportionally to fit your needs, or utilize the artwork described previously.



16x9 Image

[Download Here](#)

Square Image

[Download Here](#)

For additional information, please contact your Speed Queen sales representative or visit speedqueendealer.com.

SpeedQueen.com

Speed Queen by Alliance Laundry Systems

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