

MAY 2020

Speed Queen® Home Monthly Update



Most Profitable Laundry Solution Handout

A simple one-page handout on the Most Profitable Laundry Solution is now available. During these difficult times we need to remind our dealer partners that Speed Queen® helps them maximize profit opportunity and this document is a great tool to provide that reminder to dealers. The document number is AR20-0043 and can be found on our Marketing On-Demand site. Feel free to share this document with your dealers and encourage dealers to take the Profitability Story class on the Speed Queen® Dealer Center for additional training.

INDEPENDENT DEALERS

Most Profitable Laundry Solution

- One-time Delivery**
 - Create lifetime customers
 - No second bills
- Higher Price Points**
 - 20% higher prices, 40% higher
- Strong and Consistent Margins**
 - Protected brands
 - Efficient labor
- Premium Mix of Products**
 - Profitability increases as you step up through the line
- Confidence Plus**
 - Adds a significant profit opportunity

AR20-0043
Speed Queen by Alliance Laundry Systems

Monthly Update (continued)

Lighted Signs Available for Purchase

We have a limited number of lighted signs available for Distributor purchase. Act fast, when they're gone, they're gone.

Speed Queen® Lighted Sign

Part Number: AR18-0053
Cost: \$50 each



Speed Queen® Platinum Dealer Lighted Sign

Part Number: light
Cost: \$50 each



Log in to [MyAlliance](#) and head to the Marketing On-Demand site to place your orders.

Note: You must access the Marketing On-Demand site through MyAlliance to order items.

If you log in through our Dealer Center, you will be restricted to only downloadable dealer assets.

Deadline Extended for Platinum Dealer Shirt Redemption

We've extended the timeline for Platinum dealers to redeem their free polo shirts.

The packaging of the redemption gift cards state that the offer expires on June 1, 2020.

We have extended this deadline to September 30, 2020. Now giving dealers extra time to claim their shirts.

Approximately 50% of Platinum dealers have redeemed their shirts already.

Please help your dealers get their shirts ordered before the offer expires.

Legend Streaming Channel Dealer Contest

Dealers can share the legend streaming channel for a chance to win.

Don't forget that our sweepstakes runs from May 11 through June 12 for consumers. Consumers are invited to visit the website contest page and enter to win a washer and dryer set by entering in their information and what they'd like to see Speed Queen® wash next.

To encourage dealers to also promote this contest, we're also holding a giveaway for our dealers. The winning dealer will select a local charity, who will choose a family in need to donate the washer and dryer to and all the publicity that goes along with it.

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Monthly Update (continued)

Legend Streaming Channel Dealer Contest (continued)

Here is How to Win:

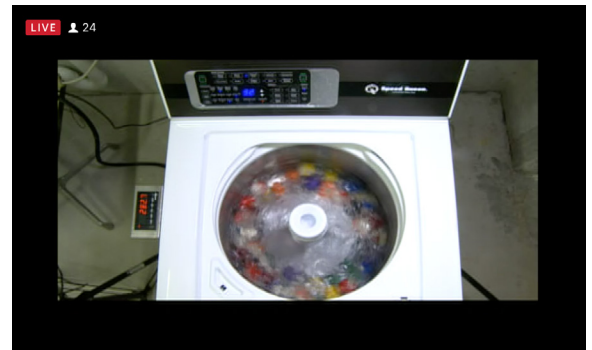
The dealer with the most engagement (likes, comments, shares) on their Speed Queen® Legend posts on Facebook, Instagram, and Twitter on June 12th will be the winner.

- Dealer can either write their own posts or share posts from Speed Queen's page with #SpeedQueenLegend and a link to <https://speedqueen.com/legend/> on their own social media pages
- The hashtag typed exactly as: #SpeedQueenLegend is crucial to be included in this contest. Our software looks for all mentions of this hashtag across social media channels in order to determine the winner. Using this in your post text is the only way we will be able to see you are posting about this sweepstakes
- We will track publicly available data, so if you post from a private page, it won't count toward your total engagement
- Dealer can post as many times as they'd like during the sweepstakes period, as long as they include the hashtag and link
- We encourage creativity and may even feature some of our favorite posts by dealers on our page

The winning dealer will be announced the week of June 15th.

Everyone's Favorite – Billiard Balls – Are Back

Dealers have already watched billiard balls wash for more than 800 hours – Now we're giving consumers a chance to see how our washers holds up with the same billiard ball load. Don't forget to share this with your dealers and encourage them to tune in and watch at www.speed-queen.com/legend.



(dealer center activity on next page)

Monthly Update (continued)

Dealer Center Activity

New Class Added

The Speed Queen® vs. Maytag Competitive Comparison course is now available on the Dealer Center. In this course, you & your dealers will learn the difference between Speed Queen® TR7 and Maytag MWWP575 components and the superior features of the Speed Queen®. A supporting printable sales tool is also available in the course.

[Log in](#) now to take the class. It has been added to your class list.

Dealer Blog Posts for June

New Blog content for June is now available for download. This unique content is indented to be shared directly on dealer websites and social channels. This month we have two blog posts and supporting social posts with images. The files can be found on the [Dealer Center](#) in the Marketing On-Demand section of the site. Dealers can search the word “blog” to quickly find the files.

We also share with both BrandSource and Nationwide Marketing Group – for faster access and posting of the content



Social Posts for June

June social media posts are now available on the Marketing On-Demand section of the [Dealer Center](#). All post options are tagged to “Social Media” so your dealers can use the search option to quickly find the content they are looking for.

This month's topics include how to prevent fading, features our durable front load washer, gives a laundry tip for the proper use of detergent, and highlights our Confidence Plus extended warranty.

We also share with both BrandSource and Nationwide Marketing Group – for faster access and posting of the content.

