

SEPTEMBER 2020

Speed Queen® Home Monthly Update

Legend Campaign

Cowbells are now live. The TR7 is currently washing 20 pounds of Blue Panda cowbells 24/7. Head over to our [legend livestream](#) to see and hear how the cowbells are holding up.

The baseball streaming ran for four weeks and generated a total of 3,375 views for the month of August. The aftermath- shreds. Five lucky winners were also randomly chosen out of over 300 contestants to receive a set of Speed Queen branded baseballs. Stay tuned for the video recap on our [YouTube Page](#) and while you are there, take a look back at our garden tools, hockey pucks and billiard balls challenge.



Consumer Reports Article Released

Consumer Reports recently released their August 2020 issue with their second Appliance Brand Reliability Rankings- Speed Queen topped the list with high reliability ratings for washers and dryers.

The results are based on survey data collected from their members on more than 592,000 kitchen and laundry appliances purchased between 2009 and 2019. To view the report, please click here. Stay tuned for more to come regarding these rankings.

Check out the ratings at [SpeedQueen.com](#).



New Class: FLW Product Training

The FLW Product Training course is now available on the [Dealer Center](#). This course covers the front load washer's build quality, installation benefits, and various control features. The course will also help you to resolve consumer objections effectively.

This course covers the following learning objectives:

- Explain the Speed Queen quality
- Detail the build quality of front load washers
- Explain the features and benefits of the Speed Queen front load washer and stacked washer-dryer
- Identify and overcome common consumer objections

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

New Class: How to Read a Product Code with Handout

The How to Read a Product Code with Handout course is now available on the Dealer Center. A Product Code is used while ordering a machine. It is important to understand its meaning, so that placing orders is quick and easy. The code consists of important pieces of information such as product type, control location, series, country and numeric code, color, and the source of heat.

This course covers the following learning objectives:

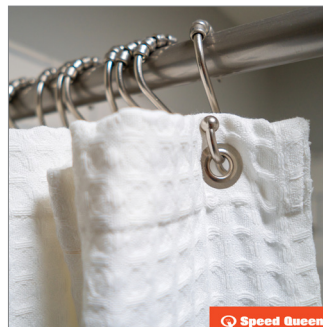
- Read a Product Code
- Explain what each digit in the Product Code means

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

Dealer Blog Post for September

New Blog content for September is now available for download. This unique content is indented to be shared directly on dealer websites and social channels. This month we have three 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 keyword "blog" to quickly find the files.

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



Monthly Update (continued)

Social Post for September

September 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 preventing fading, the legend campaign, color coding laundry baskets and more.

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

