

FEBRUARY 2021

SPEED QUEEN® CONSUMER MONTHLY UPDATE

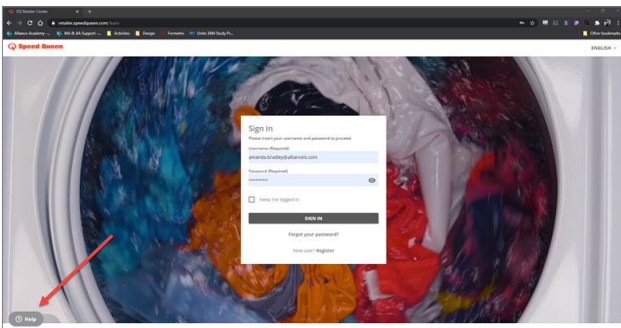


New Legend Webpage

For 2021, we have updated our [Legend webpage](#). The update includes a new look and a shift from focusing on the TR7 to highlighting our legendary TR7 and DR7 laundry pair. This year, we'll continue testing the DR7 with “ruff” challenges. Stay tuned and visit the site today to see the new and improved design.

Dealer Center Help Button

A ‘help’ button has been enabled on the dealer center– both within the platform and on the login screen. The users can now interact with administrators directly if they run into issues.



December Legend Toy Giveaway Winner

The winner of the TR7 and DR7 pair for our December Legend giveaway is Steve Brown from Washougal, Washington. He has selected the West Columbia Gorge Humane Society as his organization of choice to receive a \$1,000 donation.

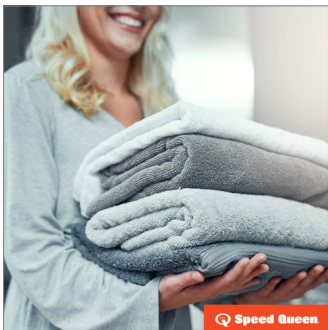
2021 Speed Queen Equipment Expert Badge

As a reminder, our 2021 Speed Queen Equipment Expert Badge program finishes on Feb. 28, 2021. If the necessary coursework is completed by the date listed above, retail sales associate will receive a free Speed Queen branded-polo shirt.

Dealer Blog Post for February

New Blog content for February is now available for download. This unique content is intended to be shared directly on dealer websites and social channels. This month we have one deep cleaning blog post and supporting social post 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 February

February 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 fabric softener, laundry stripping tips and more.

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