



2024 Fall Promotional Offers

Sell between:

September 16, 2024 and December 6, 2024



You decide which offer works best for you!

Higher Rebate "OR" Financing Offer

Offer rebates up to **\$1,500** on the Ultimate Comfort System™ **OR** offer no payments for 6 months when financing a new Lennox® system

OR

Rebate Combined with Financing Offer

Offer rebates up to **\$1,200** on the Ultimate Comfort System™ **AND** offer no payments for 6 months when financing a new Lennox® system



2024 Fall Promotion

Consumer Advertising Legal Disclaimers (Canada)

Introduction:

Canadian Federal laws contain provisions governing the method of operation and advertising for a promotion. The following legal disclosures should always be used by the 2024 Lennox® CAP Dealer when advertising the 2024 Fall Consumer Promotion. Fall lead offer language and disclaimers are provided below.

2024 Fall Promotion Dates:

- Sell Period: September 16, 2024 - December 6, 2024
- Install By: December 13, 2024
- Claim By: December 27, 2024

2024 Fall Lead Offers:

Dealer can select either offer:

Higher Rebate "OR" Financing Offer

Receive up to **\$1,500** in rebates when you purchase the Ultimate Comfort System™ **OR** make no payments for 6 months when financing a new Lennox® system

Rebate Combined with Financing Offer

Receive up to **\$1,200** in rebates when you purchase the Ultimate Comfort System™ **AND** make no payments for 6 months when financing a new Lennox® system

Rebate Offer Breakdown:

Up to \$1,500 (or \$1,200)

- Lennox Ultimate Comfort System: \$1,250 (or \$1,075)
 - » Outdoor: SL28XCV, SL25XPV, XC25*, XP25*
 - » Indoor: SLP99V, CBA38MV**, SL297NV**
- Lennox S40 Smart Thermostat: \$100 (or \$50)
- PureAir: \$100 (or \$50)
- Lennox Smart Zoning System (iHarmony): \$50 (or \$25)

*Subject to product availability **Only available in certain markets

Financing Offer:

Financeit Financing Offer: 6 month deferral

Legal Disclaimers by Media Type

CAP Dealer's Website

The following rebate and financing disclaimers in the next column must be clearly visible on the participating CAP Dealer's website if the offer is displayed on their site and/or the dealer runs digital ads with the offer to drive consumers to their website.

Rebate Disclaimer: Rebate requires purchase of qualifying items between September 16, 2024 and December 6, 2024 from a participating Lennox® dealer. Contact your local participating Lennox® dealer for promotion details. Qualifying items must be installed by December 13, 2024. This offer applies to residential installations only. Rebate claims must be submitted (with proof of purchase) to www.lennoxconsumerrebates.com no later than December 27, 2024 11:59:59 p.m. ET. Rebate is paid in the form of a Lennox Visa* Prepaid Card in Canadian dollars. Use your Visa Prepaid Card anywhere Visa cards are accepted worldwide. This Card is issued by Peoples Trust Company pursuant to a license by Visa Int. *Visa Int./Peoples Trust Company, Licensed User. Card funds are not insured by the Canada Deposit Insurance Corporation (CDIC). For patent information, visit blackhawknetwork.com/patent/ Your use of the prepaid card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the card. See www.lennox.com/terms-and-conditions for complete terms and conditions.

Financing Disclaimer: The 6 month deferral financing is available to well-qualified buyers, on approved credit, and applies to qualifying items purchased between September 16, 2024 and December 6, 2024. No down payment required. You may prepay your account at any time without penalty. Financing is subject to credit requirements and satisfactory completion of finance documents. Any finance terms advertised are estimates only. Monthly payments are deferred for 6 months. Contracts will be extended accordingly. Interest charges (if any) will not accrue during the first 6 months of the contract. After 6 months, interest (if any) starts to accrue and the purchaser will repay principal and interest (if any) monthly over the term of the contract, but not until 6 months after the contract date. Conditions apply. See promotional guidelines for complete terms and conditions.

Print Advertising

This media type includes newspaper, direct mail, magazine, door hangers, restaurant/bar posters, etc.

IMPORTANT: For any print media smaller than a post-it note, at minimum disclose the following: Terms and conditions apply. Subject to credit approval. See dealer for details.

SELL BY: September 16, 2024 - December 6, 2024

INSTALL BY: December 13, 2024

SUBMIT CLAIMS BY: December 27, 2024

Disclaimer: Lennox reserves the right to cancel or change this promotional offer at any time. By participating in this promotional offer, the dealer agrees to be responsible for compliance with the terms and conditions of this promotional offer, along with all applicable laws, rules, and regulations in connection with dealer's participation.



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Consumer Advertising Legal Disclaimers (Canada)

Print Advertising Continued:

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Out of Home

This media type includes print or digital billboards, mobile billboards, stadium screens, etc. The Dealer's URL must be visible and the advertised URL must follow the guidelines listed under "Dealer's Website".

Digital Advertisements

This media type includes banner or tile ads on websites, paid advertising on non-auditory social media (e.g., Facebook, Twitter, Instagram). The digital advertisement must link to a website that does not make the user scroll to see the disclosures

Broadcast Advertisements

This media type includes Pandora Ads, Weather Ads, Radio, TV, Pre-Roll Videos, Commercials, etc.

Audible Disclosure for Broadcast Media:

The following must be stated at the end of each auditory advertisement only if the offer is stated. The voiceover audio must state the disclaimers clearly and in a way that the consumer will hear and understand.

15 Second Spot: "Conditions apply. See dealer for details"

30 Second Spot: "Terms and conditions apply. See dealer for details."

60 Second Spot: "Terms and conditions apply. See dealer for details."

Print Disclosure for Broadcast Media:

The following disclaimers should be shown whenever the offer is spoken or shown during the advertisement.

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