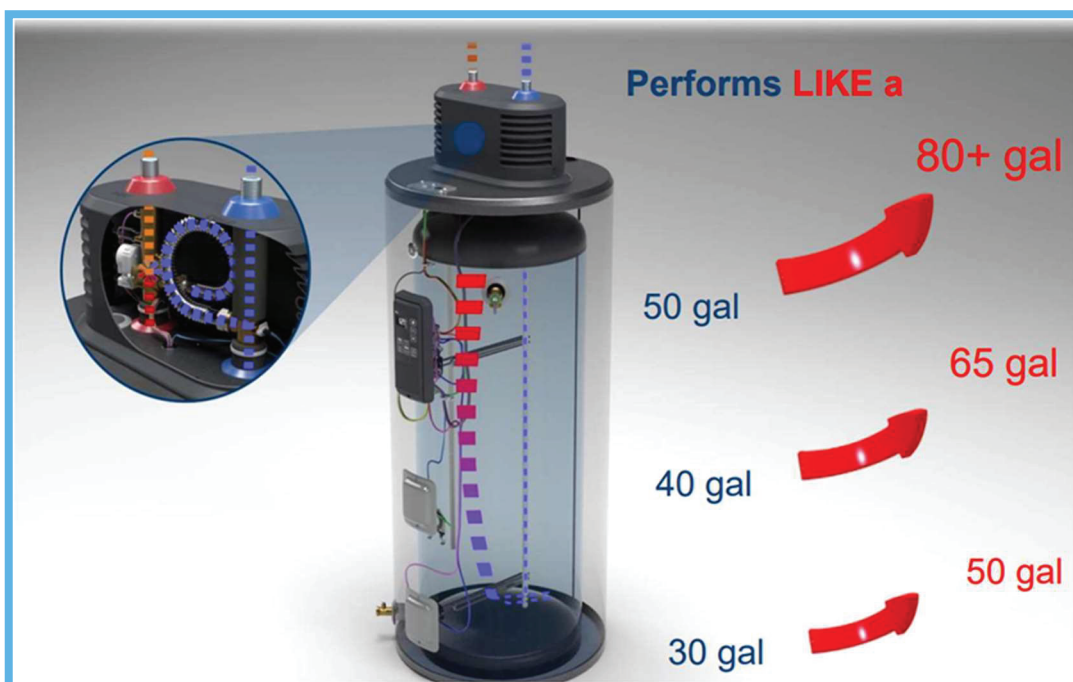


WHY GE WATER HEATERS?

- ✓ **GE IS A BRAND THAT CONSUMERS TRUST**
- ✓ **BRAND RECOGNITION** - GE products are in 50% of all homes in the U.S.!
- ✓ GE is known for **DURABILITY, QUALITY, AND INNOVATION**
- ✓ GE made a long-term commitment and invested \$70M in a U.S. Manufacturing facility in Camden, SC!
- ✓ **BEST WARRANTY IN THE INDUSTRY!** 8,10, & 12 YEARS - (Competition is less)
- ✓ **REAL CAPACITY** - 30, 40, & 50's are actually 30, 40, & 50 gallons - more capacity means **MORE HOT WATER** - 10% more than the competition!
- ✓ **PERFORMANCE** - Quick Recovery - Standardized 40K BTU Burners on 40/50G
- ✓ **NATURAL GAS UNITS** - Provide up to 83 gallons of hot water in the first hour!
- ✓ **STANDARD** - **2 X 5,500W** Heating Elements - **FASTER RECOVERY TIME!**
- ✓ **ELECTRIC UNITS** - Deliver up to 20% more hot water in the first hour!
- ✓ Available with **BUILT IN WI-FI** with GE Smart HQ!
- ✓ Finally, Introducing the **MOST INNOVATIVE** electric water heater available
GE'S "**FLEXIBLE CAPACITY**" with intergrated electronic mixing valve giving up to 60% more hot water whenever you need it!

GE's "FLEXIBLE CAPACITY"; PATENTED, INDUSTRY-FIRST INNOVATION



How does GE compare to Competitors?

50 Gallon Models

	Rated Capacity (Gal)	Rated Capacity vs. GE	FHR (Gal)	FHR vs. GE	Avg KW Heater Size	KW Heater Size vs. GE
GE	50.0	0%	76.0	0%	5.5	0%
A.O. SMITH	45.8	-8%	59.8	-21%	4.7	-15%
AMERICAN	45.8	-8%	58.9	-23%	4.5	-18%
BRADFORD WHITE	45.0	-10%	61.3	-19%	4.5	-18%
LOCHINVAR	46.0	-8%	59.5	-22%	4.5	-18%
MARATHON	49.0	-2%	49.0	-36%	4.0	-25%
RELiance WATER HEATERS	45.7	-9%	61.8	-19%	4.7	-14%
RHEEM	45.0	-10%	61.3	-19%	4.6	-16%
RHEEM/RUUD	45.0	-10%	63.0	-17%	4.5	-18%
RUCHMOND	45.0	-10%	62.6	-18%	4.5	-18%
RUUD	45.0	-10%	62.6	-18%	4.5	-18%
STATE	45.8	-9%	58.5	-23%	4.5	-18%
U.S. CRAFTMASTER	45.6	-9%	61.7	-19%	4.8	-13%
Average +/- vs GE (excludes Marathon)		-9.2%		-19.7%		-16.9%

40 Gallon Models

	Rated Capacity (Gal)	Rated Capacity vs. GE	FHR (Gal)	FHR vs. GE	Avg KW Heater Size	KW Heater Size vs. GE
GE	40.0	0%	65.5	0%	5.5	0%
A.O. SMITH	36.4	-9%	52.8	-19%	4.7	-15%
AMERICAN	36.6	-9%	52.4	-20%	4.7	-15%
BRADFORD WHITE	36.0	-10%	50.0	-24%	4.5	-18%
LOCHINVAR	36.7	-8%	49.7	-24%	4.3	-21%
MARATHON	38.0	-5%	51.0	-22%	4.3	-15%
RELiance WATER HEATERS	36.4	-9%	54.5	-17%	4.7	-15%
RHEEM	36.0	-10%	53.6	-18%	4.5	-18%
RHEEM/RUUD	36.0	-10%	55.0	-16%	4.5	-18%
RUCHMOND	36.0	-10%	54.7	-16%	4.5	-18%
RUUD	36.0	-10%	55.7	-15%	4.5	-18%
STATE	35.4	-9%	51.7	-21%	4.6	-17%
U.S. CRAFTMASTER	36.5	-9%	54.6	-17%	4.8	-14%
Average +/- vs GE (excludes Marathon)		-9.3%		-18.9%		-17.0%

30 Gallon Models

	Rated Capacity (Gal)	Rated Capacity vs. GE	FHR (Gal)	FHR vs. GE	Avg KW Heater Size	KW Heater Size vs. GE
GE	30.0	0%	53.5	0%	5.5	0%
A.O. SMITH	27.0	-10%	48.8	-9%	4.5	-18%
AMERICAN	27.0	-10%	48.3	-10%	4.5	-18%
BRADFORD WHITE	27.0	-10%	43.0	-20%	4.5	-18%
LOCHINVAR	27.0	-10%	48.3	-10%	4.5	-18%
MARATHON	28.0	-7%	37.5	-30%	4.2	-25%
RELiance WATER HEATERS	27.0	-10%	48.3	-10%	4.5	-18%
RHEEM	27.0	-10%	43.8	-18%	4.3	-22%
RHEEM/RUUD	27.0	-10%	43.0	-20%	4.5	-18%
RUCHMOND	27.0	-10%	44.3	-17%	4.5	-18%
RUUD	27.0	-10%	45.5	-15%	4.5	-18%
STATE	27.0	-10%	48.4	-9%	4.5	-18%
U.S. CRAFTMASTER	27.0	-10%	49.0	-8%	4.5	-18%
Average +/- vs GE (excludes Marathon)		-10.0%		-13.2%		-18.0%

Performance Differences: GE Standard Electric Vs. Major Water Heater Manufacturers 50,40,30 Nominal Rated Water Heater Size

	Rated Capacity	First Hour Rating	(kW Heater Size)
50 Gallon	9%	20%	17%
40 Gallon	9%	19%	17%
30 Gallon	10%	13%	19%

Data pulled from AHRI website Sept 2019