



Loyalty

A woman is smiling in a kitchen. Above her is a stainless steel Amana microwave. Below the microwave is a black Amana electric range with a silver control panel. On the countertop in front of the stove, there is a large stainless steel pot of boiling water, a bottle of olive oil, and some flowers. The background is a dark wall with a patterned backsplash.

# Strength in Our Brands

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## BUILDING ON A PROVEN HISTORY

Everything we do contributes to fostering unmatched levels of loyalty to our brands through lifelong relationships with our consumers. Around the globe, our consumers trust Whirlpool Corporation to deliver home appliance solutions that make their lives easier. We take great pride in improving lives ... one consumer, one home at a time ... through our world-class innovative products and services. It is our obsession for our second century of opportunity.



## Whirlpool

Available to consumers nearly everywhere in the world, *Whirlpool*, the company's flagship brand, has an unmatched passion for creating solutions that fit into every consumer's lifestyle and budget. Leveraging a century of expertise in the appliance industry, the *Whirlpool* brand continuously provides consumers with innovative, high-performing, resource-efficient products.

Advancing technology to the point of simplicity, *Whirlpool* brand has never lost sight that innovation should work smart, and that design should be sophisticated, never complicated. For generations, *Whirlpool* brand has been focused on one thing — making technology that fits seamlessly into our consumers' lives.

The *Whirlpool* brand refreshed its brand logo globally in 2011, enabling a new look for a new century.





WHAT'S INSIDE MATTERS™



## Maytag

Known for dependability and durability, *Maytag* brand understands that what's inside matters — whether it's the parts that make up the products or what consumers put in their products. In 2011, *Maytag* brand launched "Faces of Dependability," expanding their product story to explore the human side of dependability by recognizing reliable Boys & Girls Club® professionals and inviting Facebook® fans to acknowledge dependable people in their own lives.

The brand delivers products that are built to last, like the *Maytag* brand *Maxima* series front-load laundry pairs and the *Maytag* brand *Bravos XL* top-load laundry pairs, which offer great cleaning.





FOR THE WAY IT'S MADE®



## KitchenAid

*KitchenAid* brand loves everything about the kitchen — it's where food, family and friends come together. This is why the brand makes everything just for this one place in the home, with a passion for well-crafted, quality products that people can touch, feel and enjoy.

With a focus on timeless design that nods to heritage and stretches toward the future, *KitchenAid* brand is dedicated to premium performance and culinary excellence in the creation of its major kitchen appliances, small appliances and culinary tools.

From the iconic stand mixer to the new, highly innovative 13-cup food processor with external blade control to the state-of-the-art steam bath cooking system, *KitchenAid* brand is devoted to the kitchen. Nobody knows the kitchen like *KitchenAid* brand.





## Jenn-Air

*Jenn-Air* brand, a leader in the luxury appliance segment, offers consumers appliances with sophisticated design and exceptional performance. An innovator in downdraft and convection cooking technologies, this super-premium brand has transformed the kitchen space in cooking as well as design — delivering extraordinary results — and making it possible for consumers to create memorable experiences.

Knowing that planning a beautiful kitchen is both exciting and exacting, the brand launched a new print and online kitchen design application that provides consumers with inspiration, tools and insider insights for creating their luxury dream kitchens. By giving cooks the power to deliver superior culinary results, *Jenn-Air* became the fastest growing super-premium appliance brand in 2011.

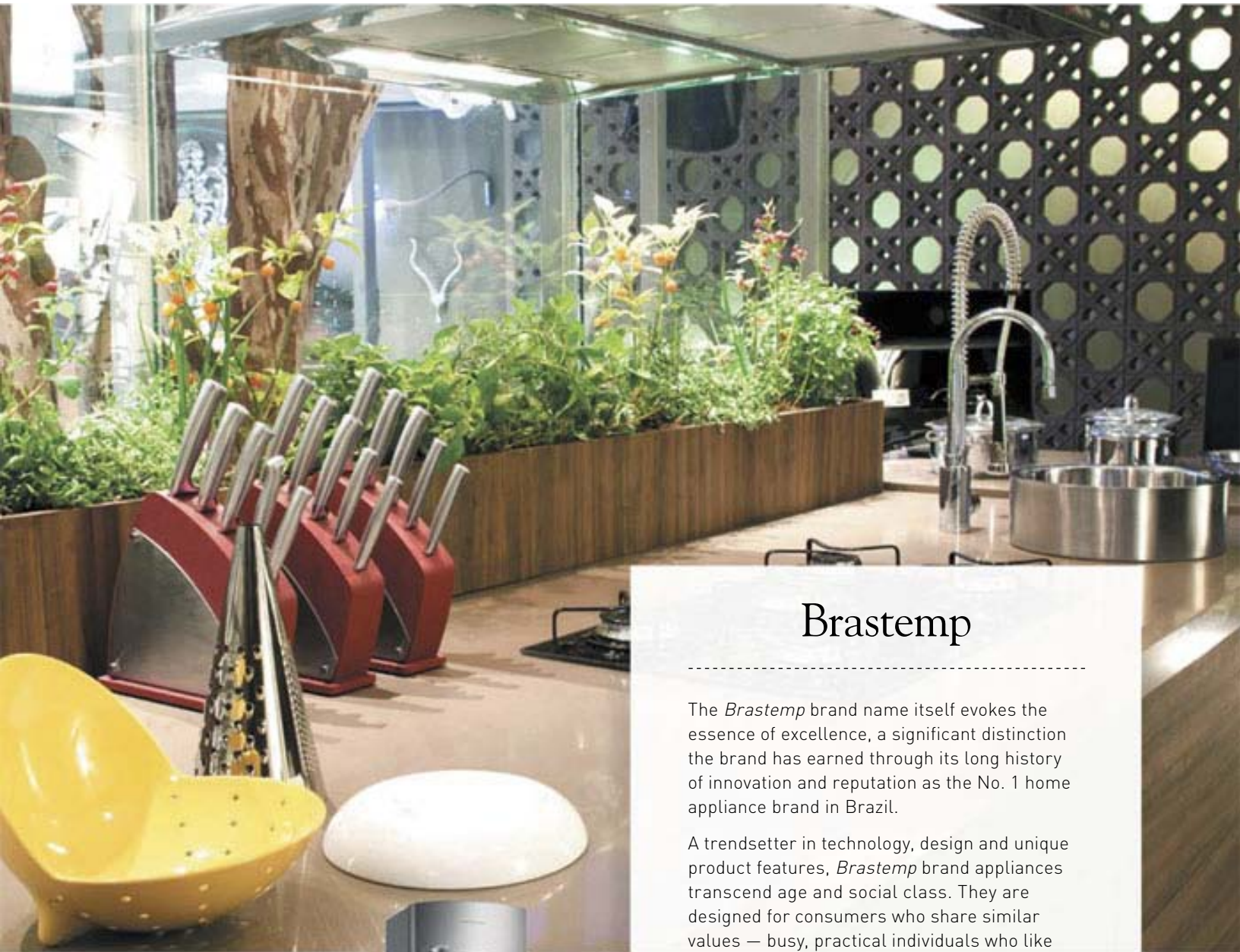


## Amana

The *Amana* brand continues to make cooking, cleaning and cooling easier for consumers through its dedication to creating household appliances that are appealing, simple to buy and easy to use — so consumers can enjoy the simple things in life like cold milk, clean clothes and evenly popped popcorn.

With the introduction of the countertop microwave in 1967, *Amana* became known as a brand dedicated to bringing convenience to consumers' lives. Today, that convenience has also extended to the shopping experience. *Amana* brand's interactive purchase experience with its mobile app, store materials and online "Help Me Choose" tool makes looking and shopping for appliances fun, and more importantly, simple.





## Brastemp

The *Brastemp* brand name itself evokes the essence of excellence, a significant distinction the brand has earned through its long history of innovation and reputation as the No. 1 home appliance brand in Brazil.

A trendsetter in technology, design and unique product features, *Brastemp* brand appliances transcend age and social class. They are designed for consumers who share similar values — busy, practical individuals who like to express their own style and are keenly aware of trends — and who love cooking for friends.

*Brastemp* brand's 2011 product innovations include the world's first dual-voltage refrigerator and a retro oven range that reflects the brand's personality.





## Consul

*Consul* brand understands that for its consumers the best pleasures of life are the simplest things; they believe there is nothing more pleasurable than a family meal or a house full of friends and relatives.

The brand knows how to translate those values and needs into products and services that their consumers want and that are reliable, affordable and easy to use.

The brand renewed its *Consul* brand *Facilite* washing machine portfolio in 2011, making consumers' lives easier by providing intelligent solutions through key features such as the exclusive *Easy Storage*, which stores up to 690 ml of liquid detergent and fabric softener concentrate for several washes.





## Bauknecht

*Bauknecht* brand, part of Whirlpool Corporation's European portfolio, has been a leader in quality and technical innovation in appliances for more than 90 years. Made in Germany, the brand continues that proud legacy with its outstanding product design paired with advanced technology to make consumers' lives easier.

While the elegant, minimalistic design style and select materials make *Bauknecht* brand appliances an eye-catcher for every interior style, the products are also easy to operate and feature numerous functions that help to make life pleasant and more comfortable.

*Bauknecht* brand's versatile appliances are designed to fit into consumers' lifestyles without harming the environment — providing outstanding product performance combined with energy efficiency and low water consumption.





## Gladiator

*Gladiator* GarageWorks, the innovative storage solution originally designed to help homeowners organize their garage clutter, continues to offer new innovative products focused on meeting consumers' growing storage and organizational needs. The *Gladiator* brand line of wall systems, cabinets, tool chests, work surfaces, flooring and appliances easily adapt to other areas of the home, including laundry rooms, entry areas, mud rooms, closets and basements.

The brand launched a new online Design Studio in 2011, giving consumers and dealers a tool to help design, organize and order the products needed to reclaim their space. New products like the *Gladiator Chillerator* refrigerator and storage bench are tough, versatile and stylish — just what consumers have come to expect from a leader in the storage industry.

