

ARROW-GRAM



December 20, 2012

A Letter from ASKO

Dear Asko Dealer Partners,

First and foremost, we thank you for your support in selling Asko products in North America. Asko Appliances has always been and will continue to be committed to designing and building the highest quality, most efficient water product available. We are also committed to providing an exceptional ownership experience for our customers. We have made investments in our infrastructure to better support their experiences when they contact Asko before and after a purchase.

Since its inception, there has been confusion over the terms of Asko's 2 + 1 warranty. The intent of the warranty was to encourage and reward consumers that registered their Asko purchases within 90 days. In reality, it has turned into a point of contention for those customers that failed to register their appliance and needed service in the third year. The limited number of registrations told us that the policy was ineffective as a registration tool.

In order to provide Asko customers with a consistent policy that is better or equal to what we see from our competitors, we have made the decision to implement a warranty change for consumer purchases. Effective January 1, 2013, the new warranty will be a limited 2-year parts and labor warranty from the date of purchase. Products purchased at retail on January 1, 2013 or later will receive the new warranty. The new warranty will be available to view on Asko's website, www.askousa.com by mid-December.

The Asko team world-wide will continue to design, build and support the best cleaning products available. Asko's new warranty still represents the brand values of Asko and keeps us on par or better than the competition in the water products arena. As always, we need to thank you for your efforts and count on your continued support to communicate our quality story with consumers.

Regards,
Maya Chowdhury
CEO, Asko Appliances, Inc.

If you have questions about the warranty change please contact your Regional Sales Manager.