



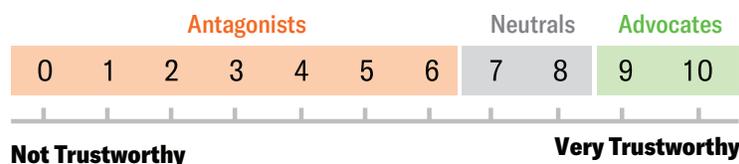
Today trust is everything. More than any other factor, trust can reduce costs, improve productivity, enhance innovation, improve collaboration, and increase value. Without trust, barriers go up, value goes down, and all forward action stops.

America's Most Trusted® by Lifestory Research is an extensive brand study with feedback from people who are actively shopping for a specific product. People assess the trust they have in brands they encounter during their active search for a product. Capturing the trust of people who are in the purchase exploration stage is essential for success.

Trust is a decision criterion that people use to clear the clutter when faced with a multi-choice decision. When faced with several alternatives, a customer can rely upon a simple decision rule that says, "keep those I trust and discard the others." Unlike customer satisfaction or net promoters, trust is about the future. Trust is something used to make a decision that is in front of you and not an evaluation of something that has already occurred. Trust amplifies influence.

For the fifth consecutive year, Trane ranks highest in trust amount Heating and Air Conditioning System Brands according to Lifestory Research 2019 America's Most Trusted® Study. The study is based on 11,844 opinions of consumers who are actively shopping or considering the purchase of a new HVAC system for their home. To qualify to participate in the study, participants must have indicated that they were aware of specific Heating, Ventilation, and Air Conditioning brands. As the 2019 Lifestory Research America's Most Trusted® HVAC Brand, Trane produced the highest Net Trust Quotient Score.

Lifestory Research is an independent consumer research company that conducts surveys of product and service quality, customer satisfaction, brand opinions, and buyer behavior. Lifestory Research uses a Net Trust Quotient "Index" Score as a means to determine how people see different brands. To determine this Index, Lifestory Research asks survey respondents to rate various aspects of their perceptions of a brand. These vary by industry, but include such areas as perceptions of quality, trustworthiness, reputation, etc. Based on these consumer responses, we then determine the importance of each of these areas and how each contributes to brand trust. Net Trust Quotient Scores are calculated based on how a consumer evaluated trust in a specific brand. The consumer ratings are combined to create an overall numerical Index score and this score determines which companies or brands receive an America's Most Trusted® designation and award. The most recognized HVAC brands evaluated in the study were Amana, American Standard, Bryant, Carrier, Goodman, Heil, Lennox, Rheem, Rudd, Trane, Whirlpool, and York.



NTQS = % of Advocates (9&10) --- % of Antagonists (0-6)

For more information about Lifestory Research or the America's Most Trusted® study, please visit www.lifestoryresearch.com.