

Goodman *vs. Lennox*

90% AFUE GAS FURNACES



DARE TO COMPARE.
Find out how Goodman compares to Lennox.



Air Conditioning & Heating

Goodman

QUALITY MANUFACTURING BY DESIGN.



Over 20 short years, the Goodman family of companies has grown to be the second largest unit manufacturer of residential air conditioning and heating products in North America.

We've accomplished this by focusing on just one thing—building the most reliable, cost-effective cooling and heating products on the market. Period. We don't build jet engines and we don't build plumbing fixtures. We build air conditioning and heating systems, and we are solely committed to leading this industry.

We continue to make significant investments to improve our factories, our design capabilities and our logistics to position ourselves—and you, the dealer—for continued growth in our competitive marketplace.

If our commitment sounds too good to be true, we dare you to compare.

NEW FEATURES INCLUDE:

- **Even higher AFUE (93%)**
- **Internal venting for faster installation**
- **More compact – just 40" tall**
- **More reliable ignition system**
- **Improved diagnostics**
- **Auto-comfort mode – variable-speed**
- **Great new Architectural Gray color**
- **Improved flush fit with coil**

Goodman

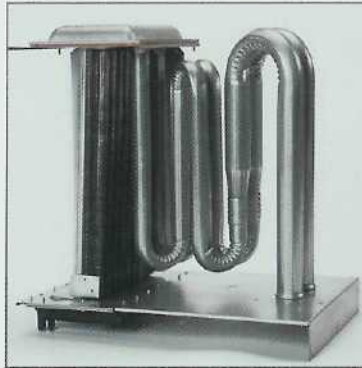
Air Conditioning & Heating

Goodman

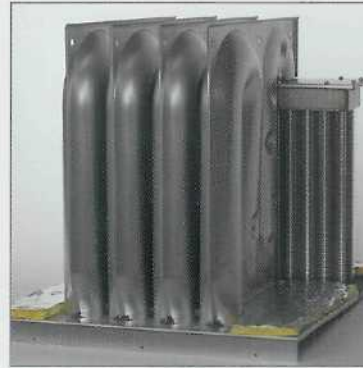
A HEAD-TO-HEAD COMPARISON.



Goodman prefers to use an aluminized-steel tubular primary heat exchanger and a stainless-steel secondary heat exchanger



Lennox® uses a clamshell design



Goodman 90% furnaces use convenient internal venting that vents through the top for quick, easy installation



A Lennox furnace vents through the side of the cabinet



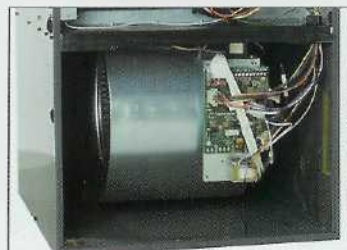
Goodman's exterior view ports allow you to analyze the flame and flash codes, without removing the doors



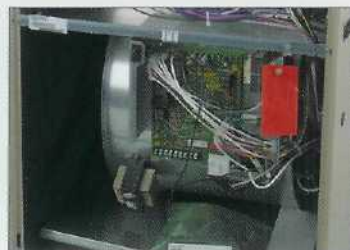
On a Lennox unit, the door has to be removed to check the flame



Each Goodman furnace uses a control board mounted to the blower for easy service



Lennox's control board must be removed in order to remove the blower



Based on a comparison of Goodman's GMV9 furnace vs. Lennox's model G61MVP60C-090 furnace available as of 5/04.

Goodman

THE DEALER'S CHOICE.

As you can see, quality is designed and manufactured into every product that Goodman offers. This is what has made the difference in our becoming the second largest residential air conditioning and heating unit manufacturer in North America. With more than 700 distribution locations coast-to-coast in the U.S. and Canada, we focus on being the Dealer's Choice.

Quality. Dealers can depend on well-designed, top-quality, thoroughly tested products, backed by great standard and extended warranties. All Goodman production facilities are focused on strict, quality-driven processes. Every single furnace is run-tested before shipment, and with its heavy-gauge, reinforced, wrap-around insulated cabinet and durable baked enamel finish, this unit can be installed in a utility room, closet, alcove, basement or attic. This quality focus insures a trouble-free installation and a long product life.

Value. Goodman offers a great product value for the homeowner's investment.

Goodman can do this for several reasons, including:

- As the second largest unit manufacturer of residential air conditioning and heating products, we have successfully negotiated high-volume material purchase contracts that keep our unit quality high and the manufactured cost low
- We continually invest in improving our overall productivity

Support. We supply our Distribution Network through our new, state-of-the-art logistics center. And with more than 700 distribution locations coast-to-coast, you can be confident that the right product is always close by.

Recommend Goodman. So, next time you're faced with replacing a customer's HVAC system, do them a favor: recommend a Goodman® system. And if they say, "Who?," pull out this brochure and tell them about the quality and value that Goodman offers. They'll be glad you did.



3 Big Reasons

TO CHOOSE GOODMAN PRODUCTS WHEN YOU
DARE to COMPARE!

- 1** High-Quality Design Standards
- 2** High-Quality Manufacturing Standards
- 3** Meets Your Needs



Goodman specially designs and builds it better. How do we know? Because Goodman dared to compare its 90% AFUE*- rated furnace to a Lennox® 90% AFUE*- rated G61MVP60C-090 model. Inside is an apples-to-apples comparison of what you'll find when you dare to compare.

Check out these comparison highlights:	Goodman®	Lennox®
Internal venting through the top for easy installation	•	
10-Year Limited Unit Replacement Warranty on heat exchanger	•	
5-Year Limited Warranty on Parts	•	•
Aluminized-steel tubular primary heat exchanger	•	
Stainless-steel secondary heat exchanger	•	•
Mechanically fastened heat exchanger	•	
ECM variable-speed circulating blower motor	•	•
Enhanced comfort ramp routines	•	•
Easily accessible controls	•	•
Price	\$ _____	\$ _____

<< Read comparison details inside...

* The abbreviation "AFUE" stands for Annual Fuel Utilization Efficiencies, an industry rating used by the U.S. Department of Energy. The higher the AFUE, the greater the efficiency—and the lower the operating cost.

Air Conditioning & Heating

Goodman®

FAMILY-OWNED. FAMILY VALUE.

The Goodman family has been in the air conditioning business since 1954 and has been manufacturing air conditioning and heating products since 1982. During those nearly 50 years, Goodman has evolved from America's largest installing contractor to the second largest unit manufacturer of residential cooling and heating systems in North America, and the largest privately-held manufacturer of these systems in the world.

Why? Because the company has remained true to one guiding principle:

HIGH QUALITY + LOWER COST = VALUE

Goodman continually improves its products and quality by utilizing high-grade materials and components, designing products that are easier to install and backing them with some of the best warranties in the industry. This, coupled with our strong dealer support and product availability, makes Goodman a company that is in business for the long haul—just like yours. Harold Goodman believed that the only way to foster and maintain market growth is through quality standards that serve as a benchmark for the manufacturing industry. The Goodman Quality Assurance Policy states: *"Goodman Manufacturing Company is committed to excellence, quality and defect-free products and services that satisfy the requirements of our customers' expectations the first time, every time."*

We welcome you to "Dare to Compare" Goodman® products against those of any other manufacturer in the industry, and you'll certainly see the value that Goodman provides to you and your customers.

GOODMAN FAMILY OF BRANDS

