

SELLING A BUILT-IN REFRIGERATOR

KitchenAid®

HELP CUSTOMERS BUY WHAT'S RIGHT FOR THEM

CHOOSE A REFRIGERATOR TYPE

When you have a passion for cooking, choosing an ideal refrigerator is essential. Help customers explore fresh possibilities for their stylish home kitchen with questions like these.

- Are you remodeling your kitchen space?
- What does your existing kitchen look like?
- What fresh and frozen ingredients do you cook with most?
- Does your current refrigerator offer the capacity and storage you need?
- Would you like your appliances to match your surrounding cabinetry?



SIDE-BY-SIDES

Available in 36", 42" and 48" width

- Provide more freezer space than most other types
- Narrow doors require less space to open which is ideal in smaller kitchens or tight traffic flow areas
- Models are available with an external ice and water dispenser



BOTTOM-FREEZERS

Available in 36" width

- Put fresh ingredients at eye level and within easy reach
- Models sized for smaller kitchens
- Separate left- or right-hand door swings are available to fit the layout of your kitchen



FRENCH DOORS

Available in 36" and 42" width

- Two doors open for easy access to fresh ingredients
- Ideal for customers who enjoy entertaining
- Keep less frequently used frozen items out of the way while still providing ample freezer storage



PANEL READY STYLING

Available on multiple configurations

- Can be customized to match surrounding cabinetry
- Handles can be selected to match cabinet pulls
- Custom panels are not included and should be made by a qualified cabinetmaker or carpenter

See reverse side ►

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KNOW THE AVAILABLE SPACE

What are the measurements of your current refrigerator — height, width and depth?

- What are the measurements of the cutout space — height, width and depth?
- What is the height and width of any doorways, hallways or stairways the refrigerator would have to pass through for installation?
- Does your floor plan present any restrictions, such as low lighting fixtures, an overhead cabinet, load-bearing wall in the center of the room, etc.?

Fit System Limited Guarantee: This installation guarantee ensures your customer's 36", 42" or 48" wide qualifying built-in refrigerator will fit their existing cabinet cut-out or KitchenAid® brand will provide up to \$500 toward the cost of cabinet modification.*

Don't forget . . .

Refer to the other side of this document to determine which configuration options are available in customer's desired width.

TALK ABOUT PREMIUM FEATURES

Ask: *What types of ingredients do you use in your recipes?*

Show: Built-In french door and bottom-freezer refrigerators feature the **Preserva®+ Food Care System** which uses dual evaporators to enhance food preservation.

Ask: *What ingredients do you try to store in their ideal environment?*

Show: **Intuitive controls** make it easy to precisely adjust the temperature of both the refrigerator and freezer.

Ask: *What items have accidentally spilled in your refrigerator?*

Show: Prevent messes from spilling over into other parts of the refrigerator with adjustable spill-resistant glass shelves.

Ask: *What style do you gravitate toward when decorating your home?*

Show: A **platinum interior** on the walls of the refrigerator and freezer offers an attractive, elegant look that is a welcome contrast to a traditional interior.

UNDERSTAND THE PREMIUM FEATURES



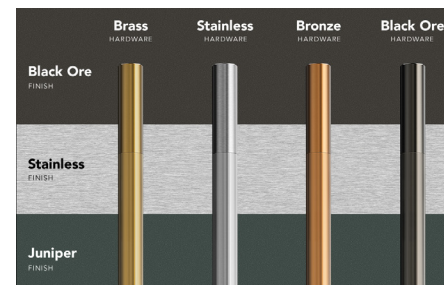
MULTIPLE INSTALLATION OPTIONS

Allows you to choose the installation style that fits your aesthetic: flush for a seamless look, overlay for a softly striking incorporated look or proud for a standout presence.



SATINGLIDE® DRAWER SYSTEM

Adds a smooth experience to the crisper drawers. Its ball-bearing rollers enhance the opening and closing experience every time, whether it is nearly empty or fully loaded.



DESIGNED TO BE PERSONALIZED

With a curated palette of exterior finishes and mixed metal hardware. Pick from lush Juniper, warm Black Ore and classic Stainless Steel finishes, all with matching handles. Personalize your hardware with optional handle accessory kits in Brass, Black Ore and Stainless Steel.



SIGNATURE PLATINUM INTERIOR

Wows from the inside out with premium craftsmanship and design. Metallic touchpoints, smoked crisper bins and ultra-bright LED lighting pop against the stunning silver-colored finish.

*Excludes new cabinet installations and custom wood panels. Offer valid for qualified models of a compatible width purchased between 1/1/26-12/31/26. Visit kitchenaid.com/fitsystemlimitedguarantee for complete details.

See reverse side ►