

KitchenAid® NextGen Induction Downdraft Cooktop

HOW TO SELL KCID930/6SBL

MAXIMIZES SPACE

A seamless, hood-free design that allows for an island install in your kitchen

POWERFUL EXTRACTION SYSTEM

Helps remove unwanted odors and smoke from cooking

QUIET VENTILATION TECHNOLOGY

Minimizes the noise of the ventilation system, running as low as 30 dBA

Recenter, refresh and reconnect to your kitchen with the KitchenAid® Downdraft Cooktop

Designed to reconnect you to what matters most. This cooktop features a flexible install designed to fit within your island counter without a bulky hood and make your cooktop the center of your kitchen with whisper-quiet ventilation and powerful extraction.



UNLOCKING DESIGN CAPABILITIES WITH KITCHENAID®'S DOWNDRAFT INDUCTION COOKTOPS

Customer Scenarios



1

Loves large windows and the view outside their home, doesn't want anything to block it.



2

Loves to entertain family and friends and hates having their back to them.

THE SOLUTION



DESIGNED TO FIT

Requires 7" below for exterior extracted models, allowing you to use the space below for pot or pan storage.



NO DUCT, NO PROBLEM

Convert to duct-free recirculation (kit sold separately, W11751835), ideal for installation in an island to clear the view!



FRAMELESS DESIGN

Sleek, modern look that blends seamlessly into countertops with flush installation, great for that social island kitchen appeal!

QUALIFYING QUESTIONS

1

Do you cook a lot of meals that create steam or strong smells, but prefer not to have an overhead vent in your kitchen?

2

Have you ever wished your kitchen had more open space or better flow while cooking, like placing the cooktop in an island without needing an overhead hood?

3

Do you often cook while talking with family or guests, or enjoy a quiet atmosphere in the kitchen?

FEATURES

KCID930/6SBL



POWERFUL EXTRACTION SYSTEM

With downdraft ventilation that can adjust automatically to remove odors, steam and smoke 5x faster than steam can rise.



MAXIMIZES SPACE

With a flush installation and hood-free design that allows you to customize your kitchen to your personal flow. Whether you want to connect with your friends and family while cooking or move your cooktop to an island—with this downdraft cooktop, you can have it all.



QUIET VENTILATION TECHNOLOGY

Features efficient airflow technology and a precision-engineered low-noise fan, as low as 30dBA. Its weight-balanced blades are the secret to a quiet yet powerful extraction, perfect for the modern, peaceful kitchen.*



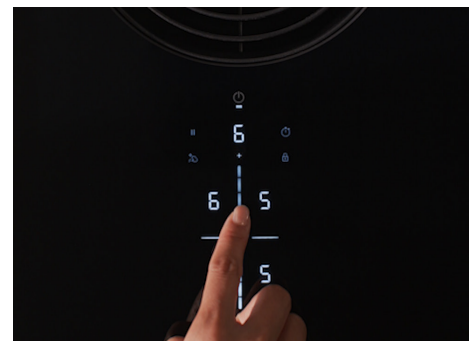
CLEANER AIR

Comes from a cutting-edge air extraction system featuring an automatic fan that adjusts to power level and an integrated filter to help remove unpleasant odors in recirculation mode to promote long-lasting freshness.



BRIDGE XL EVEN-HEAT™ ZONE (36" ONLY)

Optimize your cooking surface to your flow—with plenty of room for pots, pans, griddles and roasters of various shapes and sizes.



SLIDING TOUCH-ACTIVATED CONTROLS

Allow you to easily control your downdraft cooktop. An easy-to-use vertical slider allows you to seamlessly adjust temperature settings and offers a built-in timer function.

DEMOS

KCID930/6SBL

POWERFUL EXTRACTION SYSTEM

Bring in a clear plastic box or container, fill it with hot water to show how steam/smoke rises. Then show the video of how our downdraft pulls steam down "5x faster than steam can rise."



BRIDGE XL EVEN-HEAT™ ZONE (36" ONLY)



MAXIMIZES SPACE

Show your customers how the cooktop integrates flush with the countertop. Run your hand across the edge to highlight the seamless design.

QUIET VENTILATION TECHNOLOGY

With a decibel meter (or a phone app) use this to show how quiet 30 dBA really is.

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