

KitchenAid® Small Space Solutions: 24" Wall Ovens

Product Presentation



Small Space Goals



Recall types of spaces that may require space saving appliances.

Speak to the upgraded features such as connectivity, true convection, and five-level rack support in the 24" wall oven.

Ask customers about their kitchen space and how they cook to qualify them for small space solutions.

Demonstrate the cooking flexibility of a small space wall oven by adjusting the racks, touching the true convection fan, pointing out capacity.

COMPLETE YOUR
SMALL SPACE WITH
FULL-SIZE FEATURES.

KitchenAid 24" Single Oven

From-To: True Convection + Smart Appliance



True Convection

with Premium Touchscreen, Soft Close Doors,
& PrintShield™ Finish

KitchenAid 24" Built-In Ovens

From-To: True Convection + Smart Appliance



True Convection
with Premium Touchscreen, Soft Close
Doors, & PrintShield™ Finish

KitchenAid® 24" Built-In Ovens

Plan-To-Sell Transition



Model	KOSC504E*	KODC304E*	KOSC504P*	KODC504P*
Colors	SS	WH, BL, SS	PS	PS
Capacity	3.1 cu ft	3.1 cu ft	2.6 cu ft	2.6 cu ft
Cooking	True Convect	True Convect (upper)	True Convect	True Convect (upper & lower)
Ladder Racks (U/L)	3 standard	3 standard (u/l)	1 standard + 1 gliding + 1 baking sheet rack	1 standard + 1 gliding + 1 baking sheet rack (u/l)
Features	Self Cleaning	Self Cleaning	Self Cleaning	Self Cleaning
			Ladder Racks	Ladder Racks
			Connected	Connected
			Flush Installation	Flush Installation
			Soft Close Hinge	Soft Close Hinge

FROM

TO

Thinking Outside the Box



Space-efficient Compact Appliances

Maximize spaces like apartments, small homes and more

City Living

Get clever solutions with apartment sized appliances

Space-conscious Homes

Make full use of tight quarters with tiny house appliances

Secondary Spaces

Cook in spaces like in-law suites and entertainment rooms

Get Flexibility in your Kitchen

Make family favorites the way you would in a larger kitchen



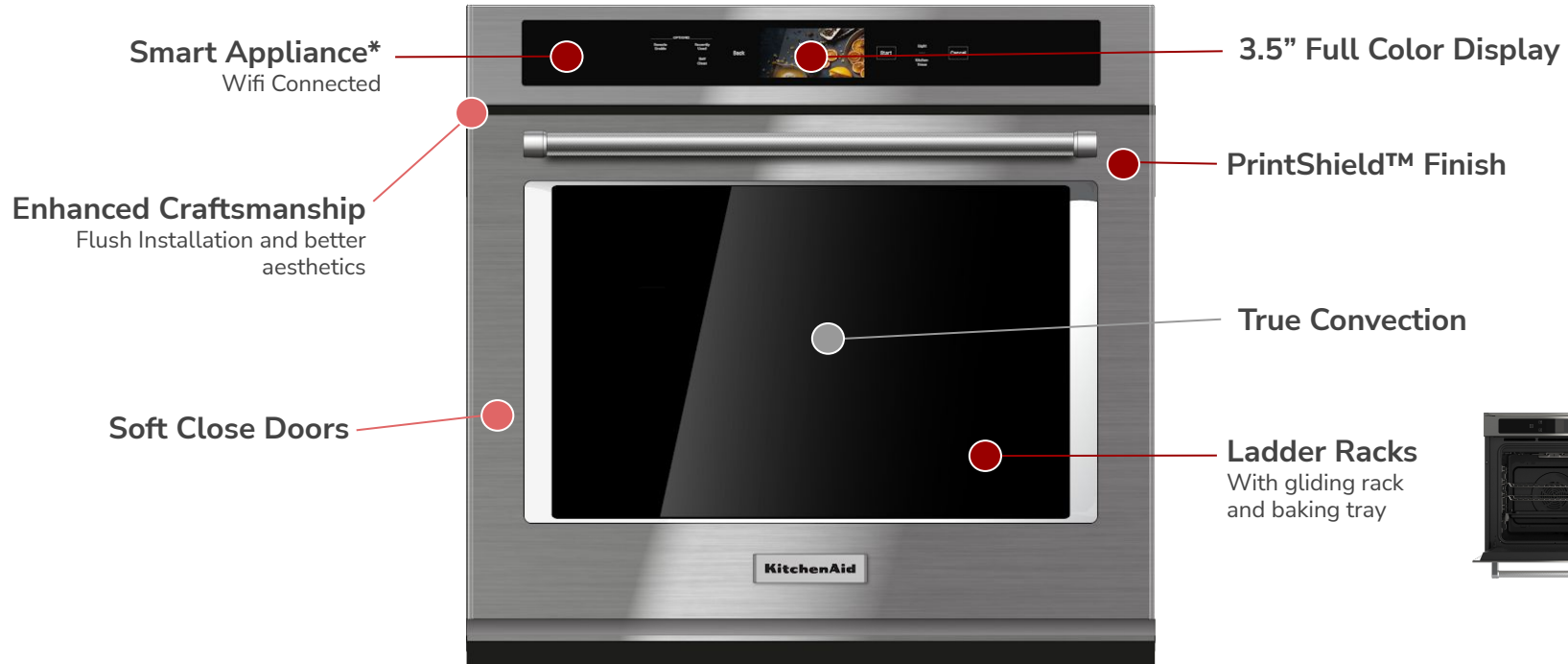
KitchenAid & The Builder Space



Upgraded aesthetics and functionality to match the rest of the brand offerings **makes for a stronger builder play**



New Features Support the Curator's Creativity



● Empower Their Making

● Build For Exploration

● Design without Compromise

*Appliance must be set to remote enable. WiFi & App Required. Features subject to change. Details and privacy info at kitchenaid.com/connect.

**Target Launch Details & Preliminary Claims Subject to Change

KitchenAid®

KitchenAid® 24" Smart Wall Oven



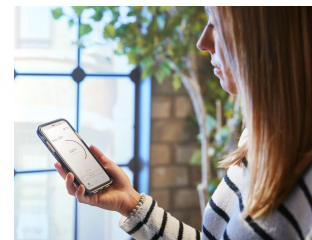
KOSC504PPS

Available: Printshield™ Finish



Smart Appliance

Know if you've left a burner on with **remote Connectivity** that lets you monitor your cooktop**



True Convection

Uses a **hidden heating element and fan** to circulate hot air throughout the entire oven while baking or roasting

Five-Level Rack Support

Makes it easy to **rearrange two oven racks**, adding flexibility for a variety of cooking adventures



*Voice control device not included

**Appliance must be set to remote enable. WiFi & App Required.

Features subject to change. Details and privacy info at kitchenaid.com/connect

Dimensions: 22 ½ x 27 15/16 x 23 7/16

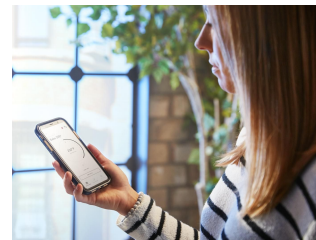
KitchenAid® 24" Smart Double Wall Oven

KODC504PPS

Available: Printshield™ Finish

Smart Appliance

Know if you've left a burner on with **remote connectivity** that lets you monitor your cooktop**



True Convection

Uses a **hidden heating element and fan** to circulate hot air throughout the entire oven while baking or roasting

Five-Level Rack Support

Makes it easy to **rearrange two oven racks**, adding flexibility for a variety of cooking adventures



*Voice control device not included

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Qualify your customers for Smart Wall Oven



ASK

**What smart enabled devices do own?
What do you like about them?**

TELL

Cook however you want with 9 cooking modes in 1 oven: Frozen Bake™ Technology, Bake, Convection Bake, Broil, Convection Broil, Defrost, Keep Warm, Proofing and Convection Roast cycles.

DEMO



If possible, open up the KitchenAid® app on your phone to remote preheat

ASK

How do you utilize the racks in your oven?

TELL

Sturdy ladder rack supports let you choose from five height positions

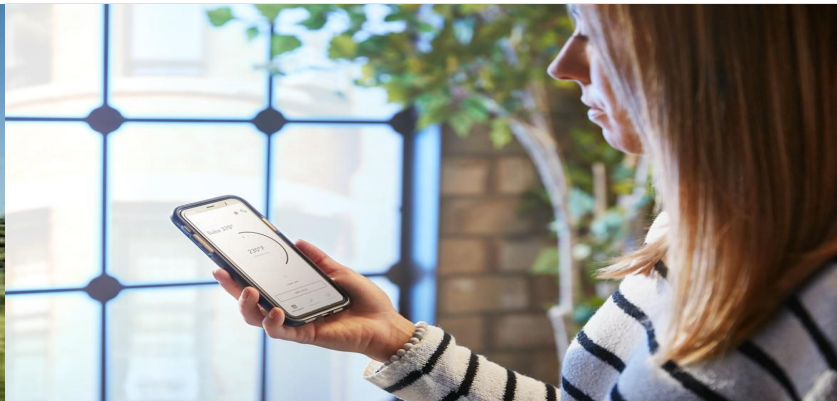
DEMO



Demo the 2 adjustable racks that you can move 5 different positions to showcase the flexibility to cook on multiple racks, while also speaking to the different modes available with this wall oven.

Small Space Goals

Whirlpool
CORPORATION



Click Images For More Sales Tools

coming soon...

How to Sell: KitchenAid® 24" Wall Oven



Appliance Basics: Selling A Wall Oven