

# Whirlpool® 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, 9-1 cooking, and fingerprint resistant stainless steel in the 24" wall oven.

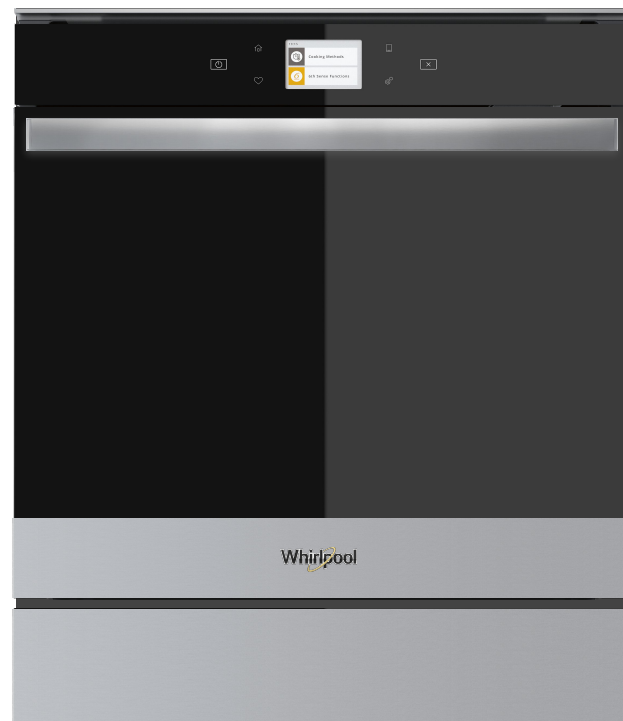
**Ask** customers about their kitchen space and how they cook to qualify them for small space solutions.

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

COMPLETE YOUR  
SMALL SPACE WITH  
**FULL-SIZE FEATURES.**

# Now Introducing...

**Whirlpool**  
CORPORATION



# Whirlpool® 24" Built-In Ovens

## Transition



<b>Model</b>	WOS51ES4E*	WOD51ES4E*	WOS52ES4M*	WOD52ES4M*
<b>MAP 4/1/22</b>	\$2,199 / \$2,399	\$3,199 / \$3,399	\$2,199 / \$2,399	\$3,199 / \$3,399
<b>Colors</b>	B, W, S	B, W, S	B, W, +Z	B, W, +Z
<b>Capacity</b>	3.1 cu ft	6.2 cu ft	2.9 cu ft	5.8 cu ft
<b>Features</b>	Thermal 2 Standard Racks Digital Controls Self Cleaning	Thermal 2 Standard Racks Digital Controls Self Cleaning (upper oven only)	+ True Convection +2 Adjustable Ladder Racks +Connected: Remote & Voice Enabled** +Flush Install Capable +Touchscreen Self Cleaning	+True Convection (both cavities) +2 Adjustable Ladder Racks (in each cavity) +Connected: Remote & Voice Enabled** +Flush Install Capable +Touchscreen Self Cleaning (upper oven only)
<b>FROM</b>			<b>TO</b>	

\*MAP is minimum advertised price for co-operative advertising purposes. Dealer alone determines actual retail and advertised prices. 4/1/22 PI reflected

\*\* This feature is only available in the United States.

# 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



# Enhanced Features



## NEW 24" Wall Ovens with Enhanced Features



### True Convection

9 cooking modes in 1 oven lets you cook however you want



### Small Space Solution

A small space oven that lets you cook full-size meals



### Fingerprint Resistant

Resists fingerprints and smudges with an easy-to-clean finish



### Smart Wall Oven

Tackle your to-do list with smart features built for multitasking



### Updated Aesthetics

New modern glass aesthetic with touchscreen

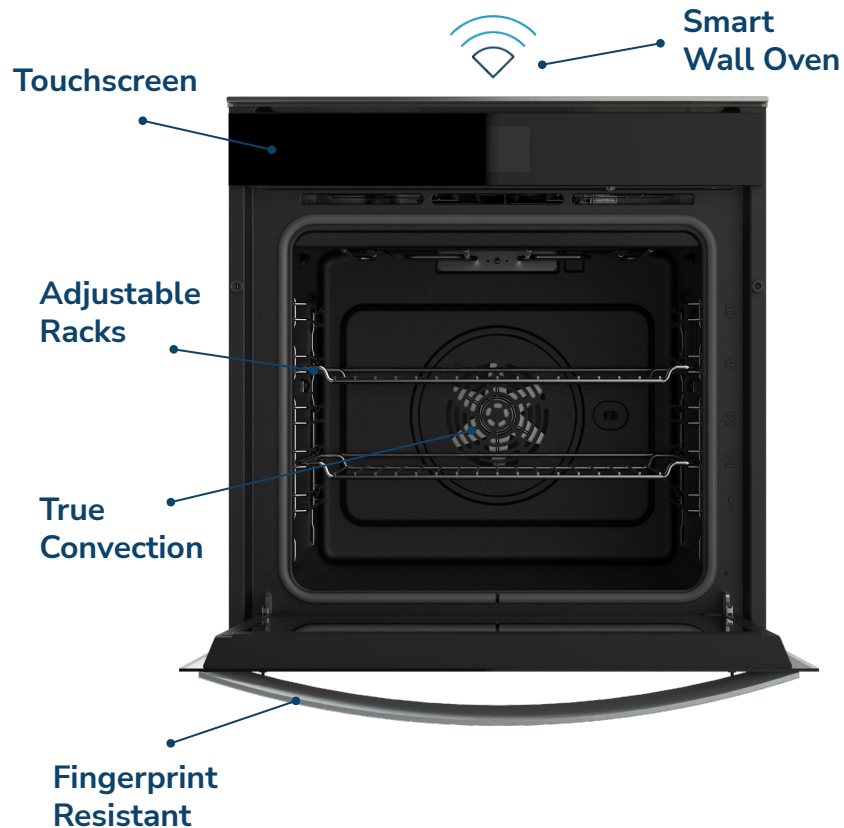
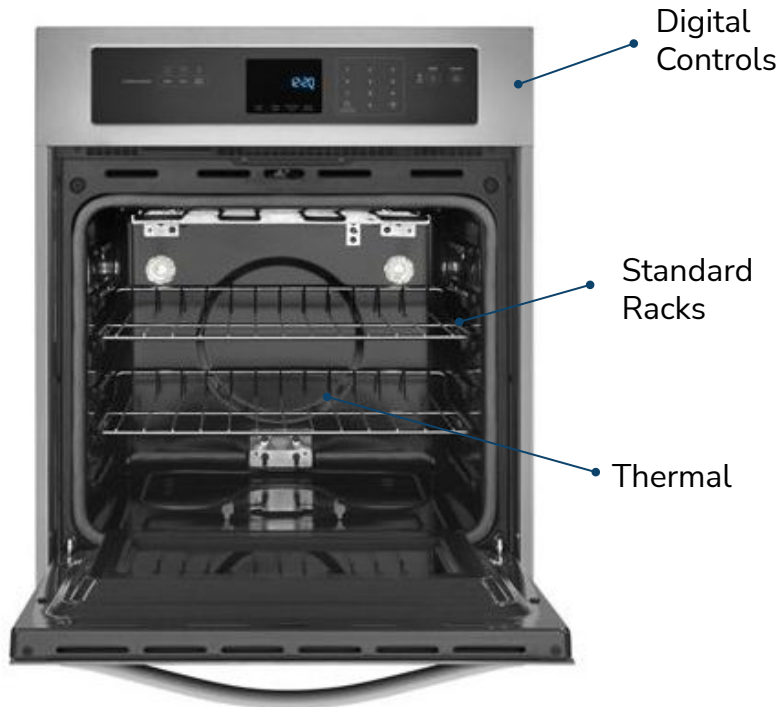


### Capacity for Large Meals

2.9 cu ft on single wall oven and 5.8 cu ft on double wall oven

# Visual & Functional Upgrades

*Enhanced Consumer Experience*







# Whirlpool® 24" Single Wall Oven

## WOS52ES4M



Available: Fingerprint Resistant Stainless Steel, Black & White

### 2.9 Cu. Ft. Capacity

Make **large family meals** with an oven that can fit your main course and side dish.



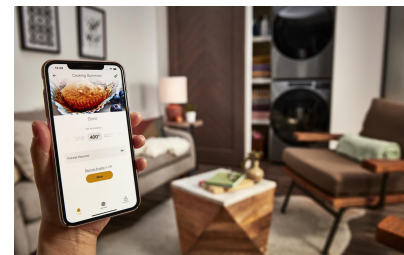
### 9-in-1 Wall Oven

Cook **however you want** with Frozen Bake™ Technology, Bake, Convection Bake, Broil, Convection Broil, Defrost, Keep Warm, Proofing and Convection Roast cycles.

### Smart Wall Oven

Use your smartphone to **get dinner started by remotely** preheating the oven

\*Appliance must be set to remote enable. WiFi & App Required.  
Features subject to change. Details and privacy info at [whirlpool.com/connect](http://whirlpool.com/connect).



Dimensions: 22 3/8 x 27 15/16 x 23 7/16



# Whirlpool 24" Double Wall Oven

## WOD52ES4M



Available: Fingerprint Resistant Stainless Steel, Black & White

### 5.8 Cu. Ft. Capacity

Make large family meals with an oven that can fit your **main course and side dish**.



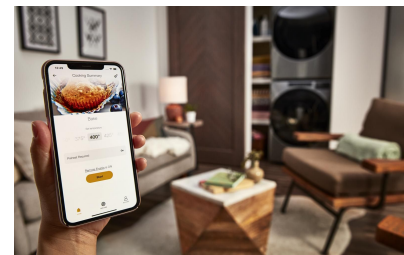
### 9-in-1 Wall Oven

Cook **however you want** with Frozen Bake™ Technology, Bake, Convection Bake, Broil, Convection Broil, Defrost, Keep Warm, Proofing and Convection Roast cycles.

### Smart Wall Oven

Use your smartphone to **get dinner started by remotely** preheating the oven

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Dimensions: 22 3/8 x 50 1/4 x 23 7/16

# Qualify your customers for 9-in-1 Wall Oven



ASK

What recipes do you prepare that require even baking across multiple racks?

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



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.

# Qualify your customers for Smart Wall Oven



ASK

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

TELL

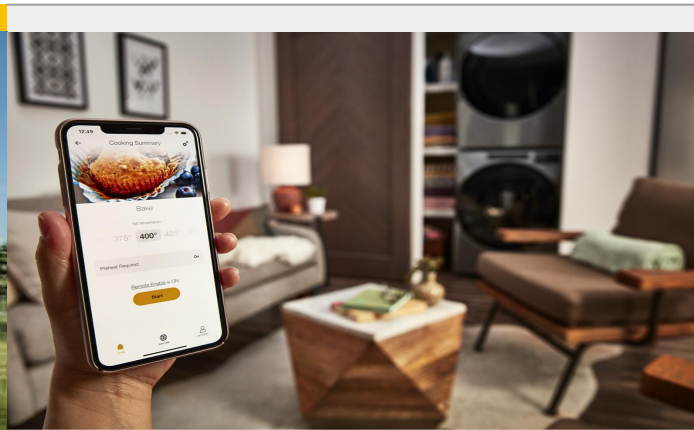
When you're busy elsewhere, use your smartphone to get dinner started by remotely preheating the oven.

DEMO



If possible, place the touchscreen in demo mode to showcase a couple of the settings for your customers such as the colorful display and how they can use their smartphone to remotely preheat their oven.

# Call to Action & Wrap-Up



Click Images For More Sales Tools



E-learning: Whirlpool® Brand Small Space Solution



Appliance Basics: Selling A Wall Oven



How to Sell: Whirlpool® 24" Wall Oven