

Goodman *vs. Carrier*

13 SEER AIR CONDITIONERS

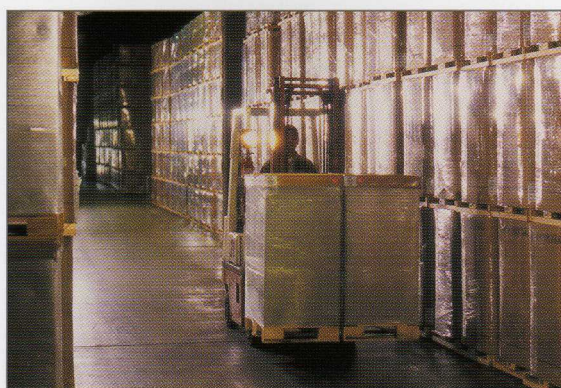
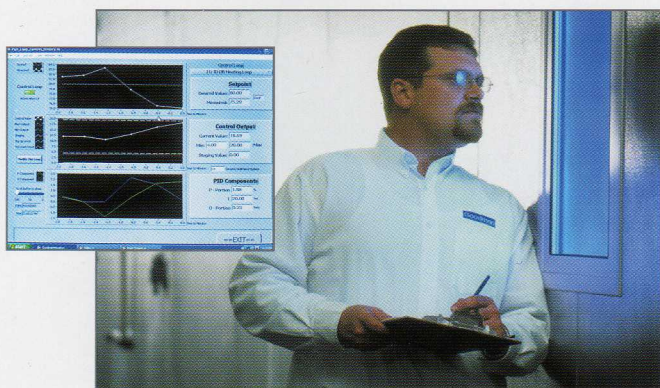
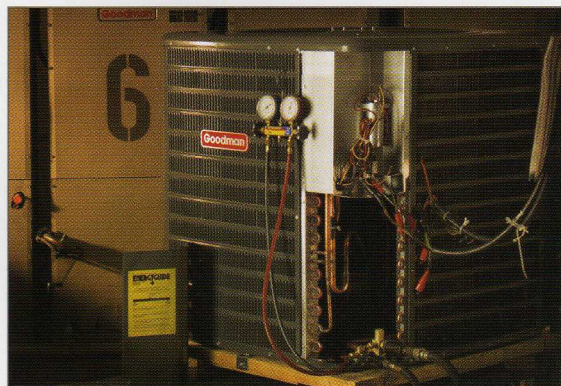
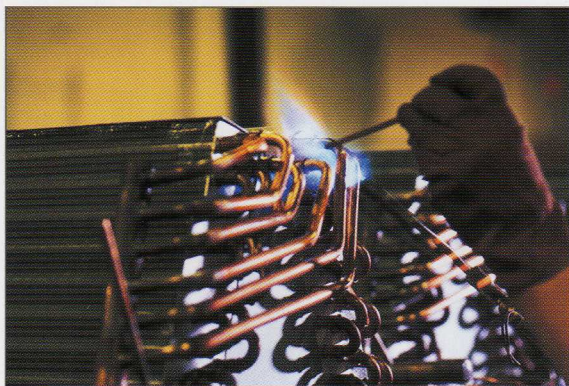


DARE TO COMPARE.
Find out how Goodman compares to Carrier.

Thank goodness for Goodman.™

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 in the market. Period.

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

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

Every single air conditioner is run-tested before shipment, and each unit is leak-tested three separate times during the manufacturing process.



Goodman

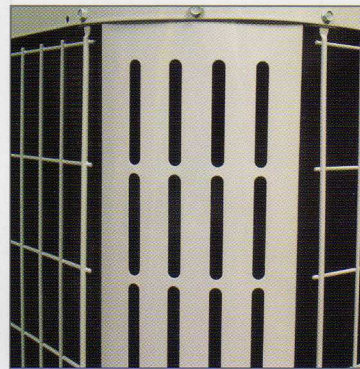
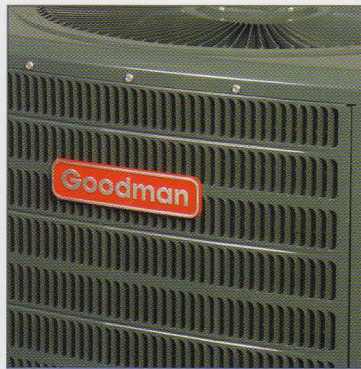
Air Conditioning & Heating

Goodman

A HEAD-TO-HEAD COMPARISON.

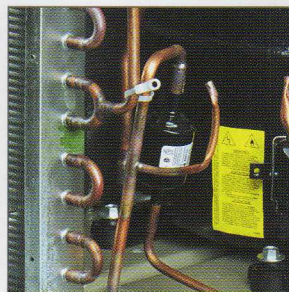


Goodman protects the easily-damaged fins of the coil with a sturdy louvered case



Carrier® uses steel louvers on the corners and wire on the sides

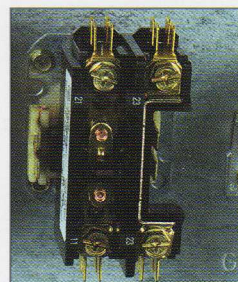
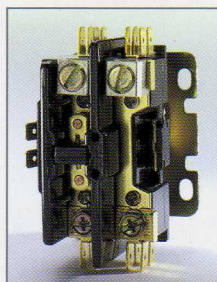
Goodman factory-installs a steel cased filter dryer in every unit to ensure a long product life



Carrier ships a spun copper filter dryer loose and it requires field installation



Goodman utilizes lug connectors on its contactor to ensure a quick, tight, trouble-free connection



Carrier uses a screw connector

Each Goodman unit is boxed for protection and fastened, with screws and a metal bracket, individually to a wooden skid



Carrier's unit is boxed and glued to a wood skid

Based on a comparison of Goodman's 13 SEER GSC130361 vs. Carrier's model 24ABR33GA00310 available as of 10/06.

Thank goodness for Goodman.™

Goodman

THE BETTER CHOICE.

As you can see, quality is designed and manufactured into every product that the Goodman brand offers. This is what has made the difference in our becoming a leading residential air conditioning and heating unit manufacturer in North America.

Quality. You can depend on well-designed, top-quality, thoroughly tested products, backed by perhaps the best standard and extended warranties in the industry. All Goodman brand production facilities are focused on strict, quality-driven processes. Every single air conditioner is run-tested before shipment, and each unit is leak-tested three separate times during the manufacturing process. This quality focus insures a trouble-free installation and a long product life.

Value. The Goodman brand offers one of the best product values for the homeowner's investment of any air conditioning and heating manufacturer in the United States.

Goodman products offer 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 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 an HVAC system, recommend a Goodman® system. you'll be glad you did.



Air Conditioning & Heating

Goodman

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



The Goodman® brand is specially designed and built better. How do we know? Because Goodman dared to compare its 13 SEER*- rated GSC130361 model to a Carrier® 13 SEER*-rated 38 BRC model 24ABR336A00310. Inside is an apples-to-apples comparison of what you'll find when you dare to compare.

Check out these comparison highlights:	Goodman®	Carrier®
10-Year Limited Warranty on all parts**	•	
Factory-installed filter dryer on every unit	•	
Stamped metal louvered case for coil protection	•	
Contactors fitted with lug connectors	•	
Stamped louvered top keeps out debris	•	
Raised base pan resists corrosion and rusting	•	•
Baked-on, weather-resistant powder coating	•	•
Easily accessible service valves	•	•
Shipped in protective cartons, on an individual skid	•	•
Price	\$ _____	\$ _____

<< Read comparison details inside...

* The abbreviation "SEER" stands for Seasonal Energy Efficiency Rating, an industry rating used by the U.S. Department of Energy. The higher the SEER, the greater the efficiency—and the lower the operating cost.

** For full details about our warranties, visit www.goodmanmfg.com.

Carrier is a registered trademark of United Technologies Corporation.

BUILT BY DEALERS FOR DEALERS.

The Goodman family entered the air conditioning business in 1954 and began manufacturing air conditioning and heating products in 1982. Since then, Goodman has evolved from America's largest installing contractor to a leading manufacturer of residential cooling and heating systems in North America.

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

HIGH QUALITY + LOWER COST = VALUE

The Goodman brand 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 our company one that is in business for the long haul—just like yours. Our founder, Harold Goodman believed that the only way to foster and maintain market growth is through quality standards that serve as a benchmark for the HVAC 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® brand products against those of any other manufacturer in the industry. You’ll certainly see the value that the Goodman brand provides to you and your customers.

