

Dear clients,

We are pleased to present Tecumseh Europe's products news: Silensys and the Décibel d'Or, new AJ compressors improvements and different product changes:

Silensys

EVENTS

Décibel d'or (Golden Decibel Award): New impetus for Silensys



Lauréat du
Décibel d'Or
2009

The 'Décibel d'or' (The Golden Decibel) is awarded by the French National Council for Noise Abatement, a body within the Ministry for the Environment. Receiving this award represents official recognition by an independent body perceived as a recognised standard for public authorities and specifiers in France. What was the award based on?

Silensys is first and foremost a response to market demand for quiet, ready to install products. The demand for this type of product did not exist in refrigeration 10 years ago, but is now increasing and today, our Silent range is one of **the company's 5 innovation priorities.**

Silensys is also the result of major design investment and on-going focus and commitment enabling us to guarantee our noise levels. Our COFRAC certified laboratory carries out testing in conformance with the European standard. Several models in our Silensys range also have NF Acoustic Performance certification. This is **a first for our industry and guaranteed transparency for customers and end users.**

The 2009 'Décibel d'or' award is an opportunity to run a new promotional campaign for Silensys in France and Europe. See following pages for our Action Plan.



Silensys as 'Décibel d'or' award winner.

Inform distributors, installation companies and specifiers:

- A double-sided information sheet will be sent out to distributors, installation companies and specifiers; timescale: end of the year
- E-mailing via internet platforms

Trade Fairs and Open Days:

- The 'Décibel d'or' logo will be displayed on all stands, fixed and portable for Interclima Energies Froid exhibitions and Distributor open days ... Deadline: end of November

Advertising:

- Silensys advertising and selling points are to be revised and will feature the 'Décibel d'or' logo. Deadline: end of November.

Press releases:

- Press releases will be given to the specialist European refrigeration press and to the publications in France, Great Britain and Germany which cater for refrigeration service and installation; a total of 50 specialist magazines will be targeted. To be carried out during and until the end of the 1st quarter 2010.
- Press releases will be made available to customers and sales staff in other areas.

Silensys brochures:

- The 'Décibel d'or' logo will be integrated to the front pages of brochures. Timescale: end of November.