

# Building unmatched customer loyalty requires unique solutions... built on a platform of innovation

In 1999, Whirlpool began investing in a strategy of innovation to create value for our customers and loyalty for our brands. Between 2001 and 2004, more than 30 new innovations were introduced into the market globally, driving additional sales and contributing to profitability. In 2005, Whirlpool is accelerating the introduction of new innovation from our pipeline. Our investment strategy for the innovation pipeline is simple ... maintain a planned rate of compelling product innovation that:

- Delivers new and differentiated solutions to our consumers
- Establishes sustainable competitive advantage
- Creates differentiated shareholder value

Today our pipeline is filled with ideas and products that will help drive new revenue and loyalty growth for Whirlpool in 2005 and over the coming years.



### ***In.kitchen* "Ritual Concept"**

Currently under development with a high-end Italian kitchen manufacturer, "Ritual" is one of Whirlpool's critically acclaimed built-in kitchen concepts (unveiled in 2004). "Ritual" blends two environments—the kitchen and the dining room—into a single unit that hosts all kitchen appliances and a table upon which to present a meal. It is expected to enter the marketplace in 2006.



### **Advanced Dispenser**

This advanced ice and water dispenser fills any size container twice as fast as previous Whirlpool models. The oversized dispenser cavity accommodates both large and small containers. The patented filtration system includes touch-button measured filling (in ounces, cups or liters), and a slide-out dispenser tray provides a sturdy platform for hands-free filling from a 180° rotating faucet.



### **Fabric Freshener**

With the simple touch of a button, the collapsible *Whirlpool* Fabric Freshener conveniently takes out wrinkles while freshening fabrics. Leveraging key learnings from another innovative product, *Whirlpool Personal Valet*, the compact, portable Fabric Freshener was designed to meet customer needs by providing a clothes-refreshing device that removes odors, quickly and easily without chemicals or detergents, reduces wrinkles, provides gentle drying, and extends wearability and garment life.

# Consumer-Driven Innovation

Whirlpool's innovation pipeline begins with brand-based customer loyalty research, which is applied to new business and product ideas that are brought to market through a multi-leveled commercial development process.

## New Business

Opportunities are developed to create new customers and business models.

## New Products

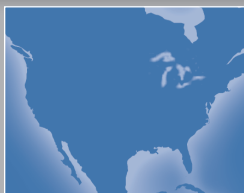
Completely new product lines are created to solve previously unmet consumer needs.

## Marketable Innovation

Unique, innovative features are designed to update existing products and present new product attributes to the marketplace.

## Product Replacement

Existing product lines are replaced with updated innovation based on key learnings.



# 2001

# 2004

## New Business and Product Innovations



**Family Studio**  
First in a family of fabric care centers **NA** ■



**Gladiator GarageWorks**  
Garage organizing appliances and solutions **NA** ◆ ★

**Economic House**  
A water solution that provides filtered, chilled water replacing bottled water **LA** ★



**Pure**  
Provides filtered, chilled and carbonated water **EU** ★



**Outdoor Entertaining**  
Stainless steel and built-in outdoor appliances, including refrigerators and grills **NA** ★ ● ◆



**Brand Licensing**  
Extends the *KitchenAid* brand reach through gadgets, bakeware, cookware, linens, etc. **NA** ★



**Polara**  
Refrigerated free-standing range **NA** ●



**briva In-Sink Dishwasher**  
First-of-its kind stainless-steel double sink with powerful built-in dishwasher **NA** ▲

**Trolley**  
Pedestal with removable trolley to improve loading & unloading front-loading washing machine **EU** ■



**Mini BI Microwave**  
Space saving, easy to install microwave **EU** ●



**Laundry Pedestals**  
Family of pedestals for front-loading washer and matching dryer **NA** ■

**Semi-Professional Laundry Pair**

Heavy duty washer and dryer & after-sales service **EU** ■



**Drawer Dishwasher**  
Unique dishwasher in single or double drawers **NA** **EU** ▲

**Dish pedestal**  
Dishwasher pedestal with drawer **NA** ▲



**Text Assistant Display (TAD) Oven**  
User-friendly LCD interface including assisted, manual, memo & demo modes **EU** ●



**Design Your Own Dishwasher**  
Consumer customizable dishwasher **NA** ▲



**Scrubber Lid for Volcan Washer**  
Innovative scrubber lid feature that replaces standard metal lid **NA** ■



**Turbozone Dishwasher**  
Intensified wash zone for heavily soiled dishes **NA** ▲

**Design Your Own Sink**  
Consumer customizable sink system **NA** ▲

**One Touch Sensor**  
Advanced sensor dishwasher control for all levels of cleaning needs **EU** ▲

**Design Your Own Refrigerator**  
Consumer customizable refrigerator **NA** **LA** ◆

**Pro Line Total Legendary Care (TLC)**  
Premium customer care program **NA** ★



**Kitchen Portables**  
Countertop appliances offered in an expansive array of colors **NA** ★



**6th Sense Technology**  
Sophisticated sensors that automatically control all product functions to ensure optimum results **EU** **LA** **AA** ◆ ▲ ● ■



**Twin**  
Fully integrated built-in microwave oven **EU** ●



**Jobim**  
Range with Improved ovens & burners, better power and more conveniences **LA** ●



**Big/Dreamspace**  
Large capacity washing machine designed for big items **EU** ■



**Pro Line Appliances**  
Series of large and small coordinated appliances **NA** ★

# 2005

## New Business and Product Innovations Planned for Commercialization



**Water Domain**  
Multi-phase licensing project including water softeners, filters and dispensers

NA ★



**Laundry Payment Station**  
Commercial laundry centralized payment station

NA ■



### JetChef

Three-in-one oven combining conventional, steam & microwave technology for high-speed cooking with programmable ease

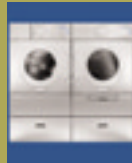
EU ●



### Fabric Freshener

Collapsible in-home clothes revitalizing system that provides wrinkle and odor removal and is easily stored

NA EU ■



### Pro Line Laundry

Laundry pair with commercial-quality durability and stainless steel interior & exterior

NA ■



### Ingredient Center

New refrigerated drawers for fresh produce at the countertop

NA ◆



### Max! Fitness, Max! Magnum, Max! Moka

Max! microwave ovens with unique accessory algorithms to prepare healthy food and dense hot chocolate as well as brew fresh espresso

EU ●



### High Efficiency Wash

Soak and pulse dishwasher filter for easy cleaning and improved performance

EU ▲



### Advanced Water Dispenser

New ice and water dispenser with pre-programmed quantities

NA ◆



### Origami

Multi-functional cooktop accessories

EU ●



### Speedcook Appliance

High-speed microwave hood combo with built-in look and increased capacity

NA ●



### SNABBT (Quick)

Kid-friendly, customizable microwave oven that matches Ikea's "Living with Children" theme

EU ●

### Soft Dry

New condenser dryer equipped with space-saving accessory to dry delicates

EU ■



### Titanium Appliance Line

Line of cooking appliances made of real titanium – a highly durable, fingerprint-resistant material

EU ●



### Hygienic Refrigerator

Anti-bacterial air filtration solution for freezer and refrigerator

EU ◆

### Crystal Coating

Protective layer that reduces thermal & abrasive effects on stainless steel & aluminum cooktops

NA ●



### Moka II

A Max! microwave oven with an innovative "Espresso Moka" accessory

EU ●



### Coffee Grinder

Reintroduction of the KitchenAid retro Burr coffee grinder

NA ★