

TAKE THE
MAYTAG
CHALLENGE



**IF YOU FIND A BETTER WASHER,
WE'LL REFUND YOUR PURCHASE PRICE**

HOW THE MAYTAG CHALLENGE WORKS

We engineer our washers to be the best choice of high-efficiency top load and front load options anywhere. To prove it, we're refunding the purchase price via mail-in rebate to anyone who buys any of these Maytag® washers and finds another brand with all the features listed below for the same or lower price. That's how committed we are to customer satisfaction.

MAYTAG CHALLENGE



AMERICA'S #1 PREFERRED LAUNDRY BRAND!*

BRAVOS X™
TOP LOAD WASHERS

MVWX500X
MVWX600X
MVWX700X



AMERICA'S #1 PREFERRED LAUNDRY BRAND!*

BEST CLEANING IN ITS CLASS**
enabled by the PowerWash™ cycle

PERFORMANCE SERIES 2000
FRONT LOAD WASHERS

MHWE200X
MHWE250X

	FEATURE PACKAGE	MAYTAG	COMPETITOR
SAVINGS	ENERGY STAR® qualified	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	4.3 cu. ft. I.E.C. equivalent** capacity	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
CLEANING	Equivalent of the increased wash action and extra rinse of the PowerWash™ cycle†	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	Dual wash action of an independent wash basket and impeller	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	Cleaning enhancement of the timed dispenser drawer	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
DEPENDABILITY	10-year limited parts warranty on motor and wash basket††	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	Drive system tested to 2X life‡	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	Commercial-grade components including a scratch resistant impeller, stainless steel suspension springs and synthetic oil	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	Designed, engineered and assembled in the U.S.A.	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	America's #1 Preferred Laundry Brand*	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>

	FEATURE PACKAGE	MAYTAG	COMPETITOR
SAVINGS	ENERGY STAR® qualified	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	4.0 cu. ft. I.E.C. equivalent** capacity	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
CLEANING	Best cleaning in its class** enabled by the PowerWash™ cycle	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	Equivalent of the Fresh Spin™ option	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	Max Extract™ 1,200 RPM spin speed	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
DEPENDABILITY	10-year limited parts warranty on motor and wash basket††	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	Commercial-grade components including a durable motor tested to 2X life‡ and reinforced 6-rib belt	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	Rated a Best Buy according to a leading consumer magazine	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	Designed and engineered in the U.S.A.	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
	America's #1 Preferred Laundry Brand*	YES <input checked="" type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>

*Based on current 12-month Consumer State Tracker 2010, Smith-Dahmer Associates, LLC. **Equivalent volume per I.E.C. International standard, 4th Ed., based on DOE measurements as follows: 4.0 cu. ft. I.E.C. based on 3.46 cu. ft. DOE; 4.3 cu. ft. I.E.C. based on 3.68 cu. ft. DOE. †Does not apply to MVWX500X. ††Visit maytag.com for warranty details. ‡Based on time accelerated 20-year simulated testing, normal cycle and average use. ††Among leading brands, 4.0 cu. ft. I.E.C. capacity or less, without heater, comparable cycles, using default settings.

RULES OF THE CHALLENGE

- You must purchase the Maytag® appliance between January 1, 2011 and March 31, 2011.
- Within 30 days of your Maytag brand purchase, mail the competitor's product information showing current retail price and features of the comparable item together with a copy of the original receipt reflecting the purchase of the required item to Maytag Challenge, 2000 N. M-63, Mail Drop 3104, Benton Harbor, MI, 49022.
- Competitive model must match the top load or front load configuration of comparable Maytag brand model.
- The Maytag brand team will evaluate the comparable product and will determine whether the submission qualifies for a refund. To qualify for a refund, the competitive model must have all the same features as the models listed above.
- The Maytag Challenge applies to products sold in the United States only.

- This offer applies only to the purchase price paid for the eligible model and does not include additional fees or charges that may have applied to your original purchase such as sales tax, finance, shipping, delivery, installation or appliance removal charges.
- Limit one submission per household. This offer is applicable to individual sales only for personal household use. Bulk or multi unit sales to apartments, condominiums, subdivisions and wholesalers do not qualify.
- Please allow 8–10 weeks for refund if your competitor's item qualifies. Excludes other Whirlpool Corporation products, one of a kind items and reconditioned items; products purchased via military PX, internet retailers, mail order retailers or membership clubs or organizations; prices that are closeout, clearance or net of a consumer mail-in rebate; commercial products; competitive service agreements and extended warranties.
- Offer can be discontinued at the manufacturer's discretion at any time. Guarantee is non-transferable.
- Completed materials will not be returned. Maytag brand is not responsible for lost, late or misdirected mail. Void where prohibited, taxed or otherwise restricted by law. Offer good only in 48 contiguous United States and the District of Columbia.

Please complete the following information if you find a product that can challenge your Maytag® product on all features and price. All lines must be completed. Incomplete forms cannot be considered.

COMPETITOR'S PRODUCT

Brand Name _____

Model Number _____

Retail Price _____

Store Name & Address _____

MAYTAG® PRODUCT

Where Purchase Was Made _____

Store Address _____

Sales Associate Name _____

CUSTOMER INFORMATION

Name _____

Street Address _____

City, State & Zip Code _____

Home Phone Number (____) _____

E-mail _____

This is the model that I would like to compare to the Maytag Challenge model. I verify that all information on the product and its location is true to the best of my knowledge.

Signature _____ Date _____

Mail to:
Maytag Challenge, 2000 N. M-63,
Mail Drop 3104, Benton Harbor, MI 49022

Offer valid 1/1/11 through 3/31/11.
Please allow 8–10 weeks for a reply.

