

2025 Spring National Promotion Frequently Asked Questions (FAQ)

GENERAL

1. What are the promotion dates?

April 24, 2025 – May 15, 2025

2. Is there an installation and submission deadline?

Yes, there will be an installation and redemption submission deadline of August 10, 2025 in order for consumers to qualify.

3. What markets is this promotion available in?

- United States (excludes Alaska, Hawaii, Puerto Rico and U.S. territories)
- Canada

4. What is the offer?

Any end-user (existing leads) residing in the United States or Canada (excludes Alaska, Hawaii, Puerto Rico and U.S. territories) who purchases a qualifying Generac Home Standby Generator will receive a "Free 7-Year Extended Warranty – a \$735 US/\$945 CAN value"!

5. What are the promotion objectives?

Designed to help you finalize the sale and close existing IHCs, and is available to you at no cost!

6. Do you have to be a PowerPlay dealer to participate?

No, this is open to both PowerPlay and non-PowerPlay dealers.

GENERATOR QUALIFICATIONS

7. What generators qualify for this promotion?

The only Generac Generators that qualify for this special promotion are air-cooled home standby generators 10kW – 26kW. For a complete list of qualifying model numbers, please visit [Generac.com/National](https://www.generac.com/National) starting April 24, 2025 (the promotion start date).

8. Do the generators have to be purchased direct from Generac?

No, generators do not have to be purchased direct from Generac, the sell by date just must be between the promo dates and then meet the install deadline*. (**There will be an installation and redemption submission deadline of August 10, 2025 in order for consumers to qualify.*)

As dictated in the terms and conditions for the PowerPlay program, if your company closes a PowerPlay customer/opportunity that was assigned to your account by Generac, the customer's generator should be purchased direct from Generac.

9. Will this offer apply to Generac Generators purchased from other suppliers such as Norwall, or Home Depot, or units we have in our warehouse?

Yes, it can be purchased anywhere, the sell by date just must be between the promo dates and then meet the installation deadline*. (**There will be an installation and redemption submission deadline of August 10, 2025 in order for consumers to qualify.*)

LEAD QUALIFICATIONS**10. Do customers have to schedule an IHC through the Generac Corporate to take advantage of this promotion?**

No, the promotion does not require that an IHC be scheduled through the Generac Corporate to qualify for this promotion.

11. Is this only for leads that come through Generac or is it for anyone purchasing during the time of promotion?

This promotion is eligible for anyone purchasing during that time frame of the promotion. Additionally, both PowerPlay and non-PowerPlay dealers can participate in this promotion.

12. Does the customer have to come through PowerPlay to qualify for this promotion with a Residential dealer, or can they offer it to a local customer, and it be honored as well?

No, this promotion is available for both PowerPlay and non-PowerPlay dealers. Yes, they can offer it to a local existing lead (that have not signed the contract yet).

13. If a PowerPlay lead is already sold, but not installed, do they qualify? If the PowerPlay lead is quoted, but not sold, do they qualify?

This promotion is meant to help finalize the sale and close existing leads. Generac will not be updating existing (unclosed) PowerPlay leads to reflect their eligibility for the national promotion (7-year warranty). However, any new sales leads scheduled (by Generac) through PowerPlay between April 24, 2025 and May 15, 2025 will reflect the 7-year warranty/national

offer running. When the National Promotion's purchase period concludes on May 15, 2025, any unclosed leads (not in "Contract Signed") that have the 7-year warranty attached will be updated to reflect the standard PowerPlay offer, 5-year warranty, they would be eligible for at that point and time.

Please Note: Updating a PowerPlay customer – that was generated during the promotion or prior to the promotion – to "Contract Signed" between April 24, 2025 – May 15, 2025 will not automatically qualify that individual for the national promotion. Instead, qualifying for the national promotion will be dependent on whether the customer meets the terms and conditions available through www.Generac.com/National.

14. Are special program leads (i.e. Retail Installation, Builder Alliance, and Energy Alliance) eligible for this promo?

Yes!

REDEMPTION PROCESS

15. What is the redemption process for consumers?

This is an online only redemption process. Mail-in forms will not be accepted. Consumers must visit Generac.com/National to claim their free 7-year warranty.

MARKETING

16. Is this promotion replacing the 5-year warranty message?

Yes, this promotion is replacing the 5-year warranty during the duration of the campaign dates, so there will be no unique phone number or landing page dedicated to this promotion.

17. What is Generac's marketing plan?

Digital ads and email campaigns will promote the "FREE 7-Year Extended Warranty" offer. The offer will read: "FREE 7-Year Extended Warranty - a \$735 US / \$945 CAN value". This promotional messaging will be replacing the 5-year warranty messaging from April 24, 2025 – May 15, 2025.

To help promote this national promotion in your area as a Generac channel customer, we have the following marketing collateral available on Marketing on Demand (MOD):

- Promotional flyer
- Redemption Flyer
- Postcard

- Digital Ads
- Door Hanger
- Email Banner
- Social Media
- Web Banner on FrontPage Flexible Websites

18. Are dealers able to run whichever promotion they want at any time? Even during the National Promotion?

Dealers can run whichever promotions they would like and at any time. However, the promotion will be paid by and provided by the dealer, NOT Generac. If a dealer decides to run an additional promotion outside of the National Promotion, the below disclaimer is required in marketing activities –

“The [insert promotion] is provided by [insert dealer name], not Generac Power Systems, Inc.”

Generac’s National Promotion will not be extended; however, dealers can extend their own promotion for as long as they wish and pay for the extended dates. For example, if they would like to take advantage of Generac paying for the 7-year warranty between the National Promotion dates of April 24, 2025 – May 15, 2025, they will have to run two separate ads –

1. One starting April 24, 2025 – May 15, 2025 with the Generac disclaimer (Generac provides the warranty).
2. And one starting May 15, 2025 using their own disclaimer stating the dealer is providing the warranty and promo ends XX/XX/XX date (dealer pays for the warranty).