



**A. O. Smith ProLine® Voltex® heat pump water heaters are up to 68% more efficient\* than standard electric water heaters.**

**Save on Upgrade Costs Now | Save with a \$000 instant markdown and a \$000 mail-in rebate from Utility XYZ.**

**Save on Energy for Years to Come | Save up to \$305 on your utility bills each year.\***

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\* Based on DOE test procedure and Energy Guide comparison of 50-gallon nominal capacity standard electric and A. O. Smith 50 gallon ProLine® Voltex® heat pump water heaters. Annual energy savings of 2543 kWh/year and average U.S. residential electricity cost of 12 cents/kWh.



**SAVE HUNDREDS WITH AN INSTANT DISCOUNT FROM UTILITY XYZ**

**UTILITY LOGO HERE**



**A. O. Smith ProLine® Voltex® heat pump water heaters are available through professional plumbing contractors nationwide. Visit [hotwater.com](http://hotwater.com) to find a local contractor near you.**

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**Upgrade now. Warm up to savings.  
Good for you. Good for the planet.**