



News Release

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FOR IMMEDIATE RELEASE

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A. O. Smith Launches Consumer Financing Program

Partnership with the GreenSky® Program Trade Credit Strengthens Sales Tools for Contractors

ASHLAND CITY, Tenn. (Oct. 21, 2015) – Water heater manufacturer A. O. Smith and its family of brands will introduce consumer financing designed to give plumbing contractors a competitive advantage.

A. O. Smith’s consumer financing program, through a partnership with the GreenSky® Program, will enable contractors to offer more payment options to their customers. The program will be available to contractors working with the A. O. Smith family of brands in 2016, according to David Chisolm, vice president of marketing for A. O. Smith.

“A. O. Smith is committed to equipping our contractors with a full suite of innovative and meaningful products as well as the tools that empower them to provide the right hot water solutions to their customers,” Chisolm said. “Flexible consumer financing gives contractors the opportunity to introduce their customers to more energy efficient products, such as Vertex™ condensing gas models, Voltex® Hybrid Electric Heat Pumps and tankless solutions. These products have very compelling stories, but are often overlooked because of their up-front cost. By offering consumer financing options, our contractors now have one more tool to help sell these solutions.”

Through the GreenSky® program, participating A. O. Smith contractors can offer point-of-sale credit to their customers through mobile app, online or by phone. Customers will receive a credit decision within seconds.

“This unique and high caliber consumer finance program will help contractors mitigate cost concerns and puts the focus where it belongs: providing the right hot water solution for their customers,” Chisolm said.

To learn more about A. O. Smith’s consumer finance program with GreenSky, visit www.greensky.com/sponsor/aosmith.

About A. O. Smith:

A. O. Smith Corporation is a leading global manufacturer and marketer of residential and commercial water heaters. A. O. Smith offers its customers an additional competitive advantage in that the company designs, builds, distributes and field supports the world’s broadest and

deepest line of residential and commercial water heaters, as well as commercial boilers. This single-source concept simplifies ordering, installation and service and is backed by nearly 80 years of research and innovation. For more information, visit www.hotwater.com. For the most up-to-date industry news, like us on [Facebook](#) and follow us on [Twitter](#).

About GreenSky

GreenSky Trade Credit, LLC (www.greenskycredit.com) is a leading financial technology (“Fin-Tech”) company that develops and operates proprietary paperless point of sale payment with credit platforms designed to assist its merchant customers with increasing sales while delighting their customers. The GreenSky® program instantly underwrites, originates, and services consumer loans in all 50 states via online, mobile and offline transactions, on behalf of federally insured, federal and state chartered banks.

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