



FOR IMMEDIATE RELEASE

Contact: Brandon Puttbrese
GS&F
(615) 385-1100 x2100
bputtbrese@gsandf.com

A. O. Smith Expands Vertex™ High-Efficiency Line with Power Direct Vent 75-Gallon Gas Water Heater

ASHLAND CITY, Tenn. (March 11, 2014) – Leading water heater manufacturer A. O. Smith (www.hotwater.com) announced the launch of its newest high-efficiency residential water heater, the Vertex™ 100 Power Direct Vent 75-Gallon Gas Water Heater.

An extension of the state-of-the-art Vertex™ line, the 75-gallon version is an ENERGY STAR® qualified product and boasts up to 96 percent thermal efficiency, which helps consumers save money as well as helps the planet.

“When we first introduced the Vertex line, A. O. Smith raised the bar for performance, efficiency and ease of installation for gas water heaters,” said David Chisolm, vice president of marketing. “With the addition of the 75-gallon Vertex, the best gas water heater on the market gets better. This Vertex gives homeowners even more of what they want most out of their water heater: plenty of hot water when they need it and a high-efficiency design that reduces their energy costs and protects the environment. Vertex is able to provide these key benefits for homeowners all while giving our contractors the flexibility they need for a simple installation.”

Through a blend of industry-leading innovation and expertise, the Vertex family of water heaters, including the 75-gallon tank, provides a long-lasting, energy-efficient supply of hot water, a user-friendly electronic interface and easy installation options thanks to its power direct vent to power vent convertibility.

About A. O. Smith:

A. O. Smith Corporation, which is celebrating its 140th anniversary this year, 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 more than 70 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](#).

###