

July 31, 2021

Re: Whirlpool MAP Violation Enforcement Policy

Dear Intercounty Members,

Effective July 14, 2021, Whirlpool Corporation as communicated their intention to closely monitor dealer websites and advertisements for potential MAP violations and inflict monetary penalties on these violations.

Identified violations have a 24-hour window to be corrected; if violations are not addressed within that timeframe penalties occur. Violation penalties will be charged back to each member at the conclusion of the month.

This is a Whirlpool Corp. policy. They will be conducting all site crawls and communicating violations directly, via email from the HUB (Whirlpool Co-Op coop@whirlpoolhub.com) starting on July 14, 2021.

Please reach out to me, or your Whirlpool sales representative, with any questions or concerns.

Sincerely,

Jessica Dzenkowski
Director of Merchandising and Advertising