

# DISHWASHER STRATEGY



	KDFE204KPS KDTE204KPS	KDTM404KPS KDFM404KPS	KDTM604KPS KDPM604KPS	KDTM704KPS
MAP	\$1149	\$1349	\$1449	\$1649
Trade Margin Opp (MAP-10)	28%	29%	30%	31%
Tentative Tier 2 PMAP-10	\$799	\$949/\$999	\$999	\$1099
Reason to Believe	Top Seller	Innovation	Innovation	Limited Distribution
Top Feature	<ul style="list-style-type: none"> <li>• 39 dBA</li> <li>• Third Level Utensil Rack</li> <li>• ProWash™ Cycle</li> </ul>	<ul style="list-style-type: none"> <li>• 44 dBA</li> <li>• FreeFlex™ Third Rack</li> <li>• Advanced Clean Water Wash System</li> <li>• ProWash™ Cycle</li> </ul>	<ul style="list-style-type: none"> <li>• 44 dBA</li> <li>• FreeFlex™ Third Rack</li> <li>• Advanced Clean Water Wash System</li> <li>• Fan-Enabled ProDry™ System</li> <li>• Satin Glide Racks</li> </ul>	<ul style="list-style-type: none"> <li>• 44 dBA</li> <li>• FreeFlex™ Third Rack</li> <li>• Advanced Clean Water Wash System</li> <li>• Fan-Enabled ProDry™ System</li> <li>• LED Lighting</li> </ul>

MSRP is manufacturer's Suggested Retail Price. MAP is Minimum Advertised Price for co-operative advertising purposes. Dealer alone determines actual advertised and retail prices.

# SIDE BY SIDE REFRIGERATION



	KRSF705HPS KRSF536RPS (OTS 3/17)	KRSC703HPS KRSC536RPS (OTS 3/17)
MAP	\$3099	\$3599 \$3499 (new)
Trade Margin Opp (MAP-10)	26%	27%
Tentative Tier 2 PMAP-10	\$2299	\$2499
Reason to Believe	Top Seller	Top Seller
Top Features	<ul style="list-style-type: none"><li>●Preserva® Food Care System</li><li>●Measured Water Fill</li><li>●Clear Door Bins with Metallic Accents</li></ul>	<ul style="list-style-type: none"><li>●Counter Depth</li><li>●Preserva® Food Care System</li><li>●Measured Water Fill</li></ul>

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# FDBM STRATEGY



	KRFC136RPS	KRFF577KPS	KRMF536RPS	KRQC736RPS	KRMF706ESS	KRFC704FPS
MAP	\$2799	\$3699	\$3999	\$4299	\$4499	\$4899
Trade Margin Opp (MAP-10)	25%	28%	28%	28%	28%	30%
Tentative Tier 2 PMAP-10	\$1999	\$2799	\$3099	\$3399	\$3499	\$3699
Reason to Believe	EveryDay Value	Top Seller	Innovation	Innovation	Mix Driver	Top Seller
Top Feature	<ul style="list-style-type: none"> <li>•ExtendFresh™ Temperature Management System</li> <li>• Interior Water Dispenser</li> </ul>	<ul style="list-style-type: none"> <li>• Multi Door Refrigeration</li> <li>• Platinum Interior</li> <li>• LED Lighting</li> </ul>	<ul style="list-style-type: none"> <li>• FreshChill™ Full-Width Refrigerated Drawer</li> <li>• Platinum Interior</li> <li>• LED Lighting</li> </ul>	<ul style="list-style-type: none"> <li>• In-Door-Ice® and Water with Touch HMI</li> <li>• Freezer to Fridge Zone</li> </ul>	<ul style="list-style-type: none"> <li>• 5-Door Configuration</li> </ul>	<ul style="list-style-type: none"> <li>• Counter Depth</li> <li>• Platinum Interior</li> </ul>

# ELECTRIC RANGE STRATEGY



	KFE500ESS	KSEG700ESS	KSEB900ESS	KSIS730PSS
MAP	\$1699	\$2599	\$3099	\$3699
Trade Margin Opp (MAP-10)	25%	28%	30%	30%
Tentative Tier 2 PMAP-10	\$999	\$1599	\$1999	\$2599
Reason to Believe	Top Seller	Top Seller	Innovation	Innovation
Top Feature	<ul style="list-style-type: none"> <li>•Even-Heat™ True Convection</li> <li>•EasyConvect™ Conversion System</li> <li>•5 Cooking Elements Including a Warm Zone</li> </ul>	<ul style="list-style-type: none"> <li>•Even-Heat™ True Convection</li> <li>•Steam Rack</li> <li>•EasyConvect™ Conversion</li> <li>•Glass Touch Controls</li> </ul>	<ul style="list-style-type: none"> <li>•Baking Drawer</li> <li>•EasyConvect™ Conversion System</li> <li>•Even-Heat™ True Convection Oven</li> </ul>	<ul style="list-style-type: none"> <li>•Air Fry Mode</li> <li>•Sensor Induction Technology</li> <li>•AquaLift® Self-Cleaning Technology</li> </ul>

# GAS RANGE STRATEGY



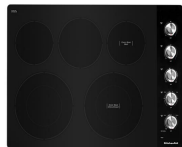
	KFGG500ESS	KSGG700ESS	KFDD500ESS	KSGB900ESS
MAP	\$1699	\$2599	\$2999	\$3099
Trade Margin Opp (MAP-10)	25%	28%	30%	30%
Tier 2 PMAP	\$1099	\$1699	\$2699	\$2099
Reason to Believe	Top Seller	Top Seller	Drive Mix	Drive Mix
Top Feature	<ul style="list-style-type: none"> <li>•Even-Heat™ True Convection</li> <li>•5 burners and removable griddle</li> <li>•EasyConvect™ Conversion System</li> </ul>	<ul style="list-style-type: none"> <li>•Double Oven</li> <li>•Even-Heat™ True Convection</li> <li>•Steam Rack</li> </ul>	<ul style="list-style-type: none"> <li>•Continuous Interlocking Grates</li> <li>•Even-Heat™ True Convection</li> <li>•EasyConvect™ Conversion</li> </ul>	<ul style="list-style-type: none"> <li>•Continuous Interlocking Grates</li> <li>•Even-Heat™ True Convection</li> <li>•EasyConvect™ Conversion</li> </ul>

# BUILT IN WALL OVEN STRATEGY



	KOES530PSS/PS	KOED530PSS/PS	KOEC530PSS/PS
MAP	\$3199	\$4299	\$4699
Trade Margin Opp (MAP-10)	30%	30%	30%
Tentative Tier 2 PMAP-10	\$2199/\$2299	\$2799/\$2899	\$2999/\$3099
Reason to Believe	Top Seller	Top Seller	Top Seller
Top Feature	<ul style="list-style-type: none"> <li>•Air Fry Mode</li> <li>•Even-Heat™ True Convection</li> <li>•Integrated Meat Thermometer</li> <li>•Self-Close Door</li> </ul>	<ul style="list-style-type: none"> <li>•Double Oven</li> <li>•Air Fry Mode</li> <li>•Even-Heat™ True Convection</li> <li>•Integrated Meat Thermometer</li> <li>•Self-Close Doors</li> </ul>	<ul style="list-style-type: none"> <li>•CrispWave™ Technology</li> <li>•Air Fry Mode</li> <li>•Even-Heat™ True Convection</li> <li>•Integrated Meat Thermometer</li> <li>•Self-Close Doors</li> </ul>

# COOKTOP STRATEGY



	KCES550HBL	KCES556HSS	KCGS550ESS	KCGS556ESS	KCES950KBL KCES956KBL	KCIG550JBL KCIG556JBL
MAP	\$1599	\$1799	\$1699	\$1799	\$1849/\$1949	\$2349/\$2449
Trade Margin Opp (MAP-10)	25%	25%	25%	25%	28%	30%
Tentative Tier 2 PMAP-10	\$1249	\$1449	\$1279	\$1379	\$1299/1399	\$1799/1899
Reason to Believe	Top Seller	Top Seller	Top Seller	Top Seller	Innovation	Innovation
Top Feature	<ul style="list-style-type: none"> <li>• 10" Even-Heat Power Element</li> <li>• 6" Element with Melt Setting</li> <li>• 5 Elements</li> </ul>	<ul style="list-style-type: none"> <li>• 10" Even-Heat Power Element</li> <li>• 6" Element with Melt Setting</li> <li>• 36" Cooktop</li> </ul>	<ul style="list-style-type: none"> <li>• 17K BTU Dual Burner</li> <li>• CookShield Finish</li> <li>• 30" 5 Burner</li> </ul>	<ul style="list-style-type: none"> <li>• 20K BTU Dual Ring Burner</li> <li>• CookShield Finish</li> <li>• 36" 5 Burner</li> </ul>	<ul style="list-style-type: none"> <li>• Tap Touch Controls</li> <li>• 10" Even Heat Burner</li> <li>• (2) 6", 10", 12/9/6" Triple Burner</li> </ul>	<ul style="list-style-type: none"> <li>• Induction</li> <li>• Assisted Boil, Frying, Cooking</li> <li>• Melt, Simmer</li> </ul>

# MICROWAVE HOOD STRATEGY



	KMML550RPS	KMMF530PPS	KMMF730PPS
MAP	\$949	\$1249	\$1399
Trade Margin Opp (MAP-10)	26%	28%	30%
Tentative Tier 2 PMAP-10	\$699	\$899	\$999
Reason to Believe	Innovation	Innovation	Innovation
Top Feature	<ul style="list-style-type: none"> <li>• Low Profile Design</li> <li>• Whisper Quiet Ventilation</li> <li>• Touch to Open Door Release</li> </ul>	<ul style="list-style-type: none"> <li>• Flush Built-In Design</li> <li>• Air Fry Mode</li> <li>• Turntable - Free Design</li> </ul>	<ul style="list-style-type: none"> <li>• Infrared Sensor Modes</li> <li>• Flush Built-In Design</li> <li>• Melt, Defrost, Dehydrate, Air Fry</li> </ul>