



NORTH AMERICA HEADQUARTERS • 600 W MAIN ST • BENTON HARBOR, MI 49022

April 17, 2026

Dear Valued Trade Customer,

Whirlpool Corporation has been closely monitoring the rising cost in the macro environment. As a result of these cost-based realities, Whirlpool Corporation is instituting a price increase effective July 9, 2026, impacting select kitchen and laundry products across Whirlpool Corporation's family of brands. While price changes vary by model, this reflects a 3.5%-6.5% first cost increase varying by category. Manufacturer's Suggested Retail Prices (MSRP) and Minimum Advertised Prices (MAP) (for cooperative advertising purposes) will increase by comparable amounts.

Additionally, effective April 23rd, Whirlpool Corporation will implement increased promotional pricing (PMAPs) impacting select kitchen and laundry products across Whirlpool Corporation's family of brands:

**Promotional Changes Up-To:**

<b>Laundry</b>	<b>Top Load</b>	\$100
	<b>Front Load</b>	\$100
<b>Dish</b>	<b>Dish</b>	\$150
<b>Cooking</b>	<b>Built In Oven</b>	\$200
	<b>Microwaves (MHC)</b>	\$50
	<b>Ranges</b>	\$200
<b>Refrigeration</b>	<b>Top Mount</b>	\$200
	<b>Side by Side</b>	\$450
	<b>FDBM</b>	\$400

In total these changes reflect a 10% increase between first cost and promotional pricing (PMAPs) change.

Consistent with our promise, Whirlpool Corporation products and brands will continue to offer compelling value to your customers. To reflect that value, we have developed new suggested merchandising plans, which incorporate the increased MAPs (for cooperative advertising purposes), and MSRPs. If you choose to sell at MSRP, we believe consumers will enjoy feature rich appliances at a great lifetime value while you will also have the opportunity to increase your profits and invest in your business. Of course, you remain free to sell and advertise at whatever prices you choose.

Whirlpool Corporation stands in a unique position to provide a stable and competitive supply chain despite the rising cost headwinds facing our industry. As the only major kitchen and laundry appliance manufacturer headquartered in the United States, we take immense pride in our domestic roots and the resilience they provide. Currently, approximately **80% of the major appliances we sell in the U.S. come from our own American factories**, a domestic manufacturing footprint that is **three times larger** than the average of our major competitors. By keeping our production close to home, we significantly reduce our exposure to these costs, ensuring that we remain in the best position to be a reliable supplier to support your business in an unpredictable global market.

Updated price sheets will be available by 5pm (ET), April 17, 2026 on the Whirlpool Portal ([www.WhirlpoolPortal.com](http://www.WhirlpoolPortal.com)) or from your Whirlpool account representative. Price increases, including corresponding increases of MSRP and MAP will be effective July 9, 2026. Any orders not shipped on or by July 8, 2026, will be subject to re-pricing unless the Trade Customer chooses to cancel them, regardless of reason.

As a reminder, Whirlpool announced previously that effective April 9, 2026, we made several commercial strategy adjustments to drive mutual growth. Whirlpool will not support any multi-manufacturer house offers for Memorial Day or July 4th. We will reconsider support in the 2nd half of 2026.

Our top priority remains delivering the most compelling and innovative products and services to your customers, and providing unparalleled sales support to you, our trade customer. I appreciate your business and continued support.

Kind Regards,

Robert Salvano  
Vice President, Sales  
Whirlpool North American Region