



Whirlpool Corporation Embarks On Great American Road Trip

50-City Tour to Train Thousands of Sales Associates on Latest Appliances

BENTON HARBOR, Mich., Sept. 19, 2011 /PRNewswire/ -- Today Whirlpool Corporation begins its second annual Great American Road Trip, which will provide thousands of sales associates with face-to-face product training on the latest appliance innovations from *Whirlpool*, *Maytag* and *KitchenAid* brands. Starting today in Sacramento, Calif. and Milwaukee, the 50-city tour around the nation will end Nov. 11, 2011 — Whirlpool Corporation's 100-year anniversary.

"With this being our 100th year, we've planned an even more exciting and ambitious tour," said Liz Okon, sales training development manager at Whirlpool Corporation. "Our goal is to arm U.S. sales professionals with the latest appliance information needed to help their customers create beautiful, functional and efficient kitchen and laundry spaces. And, the timing of the tour will help attendees prepare for the upcoming holiday season."

Course content, led by product experts, is geared towards sales teams of independent retailers, larger retail accounts, distributors, showroom consultants and designers, and home improvement stores. Sessions will be broken out into various segments in order to deliver customized training to each specific audience.

Whirlpool Corporation employs more United States workers than any other appliance manufacturer. While Whirlpool Corporation appliances are sold worldwide, the United States continues to be the company's largest market in terms of revenue, manufacturing presence and number of employees — more than 20,000 workers nationwide.

"We're proud to help support the American economy, as well as American manufacturing," Okon said.

During each session, one attendee will win a new *Whirlpool* microwave. Additionally, all attendees will be entered to win a grand prize of either a *Maytag Maxima* Laundry Pair or *Maytag* High Performance Kitchen Suite.

For more information about the Whirlpool Corporation Great American Road Trip, or to find out training event locations, contact your local account representative or visit whirlpoolontour.com.

About Whirlpool Corporation

Celebrating its 100th anniversary in 2011, Whirlpool Corporation's influence on home and family life has shaped trends in the kitchen, laundry area and beyond. The company strives to exceed expectations with appliances that help building professionals create homes of distinction. Whirlpool Corporation's *The Inside Advantage* Program offers Powerful Brands, Innovative Products, Targeted Services and Market Insight to support building professionals.

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$18 billion in 2010, 71,000 employees, and 66 manufacturing and technology research centers around the world. The company markets *Whirlpool*, *Maytag*, *KitchenAid*, *Jenn-Air*, *Amana*, *Brastemp*, *Consul*, *Bauknecht* and other major brand names to consumers in nearly every country around the world.

For more information on Whirlpool Corporation and its offerings for building professionals, please visit insideadvantage.com or call 1-800-952-2537.

SOURCE Whirlpool Corporation

News Provided by Acquire Media