

A. O. Smith CIRREX™ Solar Thermal Water Heating System

CIRREX — BEST SOLUTION UNDER THE SUN

Selling Message

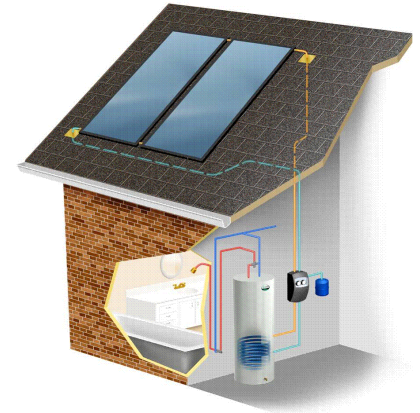
CIRREX™ from A. O. Smith is the latest advancement in solar thermal water heating. With the CIRREX solar water heating system, A. O. Smith provides “everything under the sun” needed for a complete solar installation. The comprehensive package makes specification and installation quick and easy.

How does it work?

The CIRREX solar thermal water heating system utilizes energy from the sun to provide hot water. Solar heating systems are generally composed of solar thermal collectors (panels), fastened to a

roof facing the sun, which heats a heat transfer fluid. The heated fluid is pumped to a heat exchanger to transfer the energy to the water in the storage tank. The greater the collector area

and tank volume, the more energy you can capture from the sun.



Features and Benefits



SEF: Solar Energy Factor of 2.5. (80 gallon tank / 2 panel configuration). Properly sized solar water heating systems can provide up to 70% of the energy needed for water heating directly from the sun.

SRCC Certified System: OG-100 and OG-300 (pending). Required for most federal, state and local rebate programs.

Complete system: Tank (80 gallon /120 gallon), indirect— single or double wall heat exchanger, solar collectors (2 or 3), pump station, mounting hardware package are all included in the CIRREX solar system from A. O. Smith.

Integrated control station: Pump and controls are all included in our integrated control station. This offers a much sleeker, finished look compared to other solutions.

Advanced Technology: Many customers are looking for the latest in technology, and this system offers customers a very efficient and advanced way to heat water.

“Green” solution: There is not a “greener” way to heat water than with the sun. This technology will appeal to eco-conscious consumers.

ENERGY STAR® qualified: Many state and local utility rebates exist to promote the adoption of this new technology.

Tax Credit eligible: Through 2016, these units are eligible for a Federal Tax credit of 30% of the total installation cost with no cap.

Target Customer

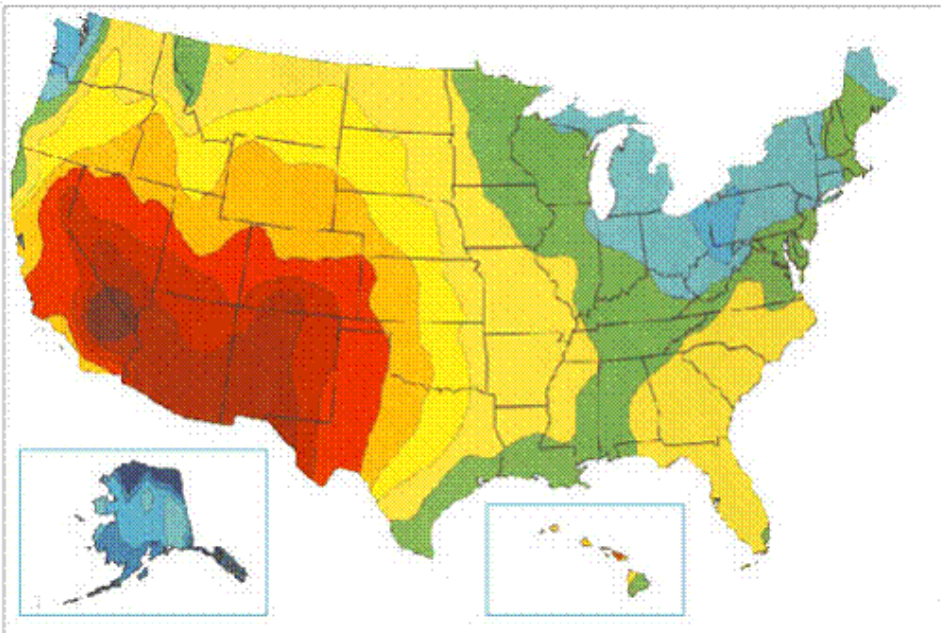
Customers that are interested in the “greenest” option in water heating should look no further than the CIRREX system. The CIRREX will also be of interest to customers who are interested in advanced technology and energy saving/ money saving opportunities.

Selling CIRREX vs. the Competition

Key Selling Point

Complete Solution

Regardless of the competitor, A. O. Smith's advantage is being the single-source provider of all components for the complete solar installation. The comprehensive system in addition to national support is unparalleled in this fragmented market. One point of contact for product support, sales and service sets A. O. Smith apart from the competition.



While some climates are more conducive to solar thermal water heating, it is not just a regional solution. Systems can be sized appropriately regardless of geographical location. Consult specification data for proper sizing recommendations.

Payback Scenario	
Total installation cost *	\$7,000
Federal Tax Credit (30%)	-\$2,100
SEEARP (State Energy Star Rebate—25%)	-\$1,750
Utility Rebate (varies widely \$100—\$2000)	-\$750
Standard 50 gallon electric installed cost	-\$700
Solar net adder	\$1,700
Annual cost of operation savings	\$385
Payback	4.4 yrs
Total product life savings	\$7,700

Assumptions:

State funding remains for Energy Star products

Utility rebates are available.

Product lifespan of 20 years

** Installation cost may vary based upon geographical location*

System Includes:

- Tank
- Pump Station
- Solar Collectors
 - Automatic air vent
 - Standard mounting hardware
 - Roof flashing
- Thermostatic mixing valve
- Expansion tank w/ mounting kit
- Tank and Collector temperature sensors (includes lead wire – 75 ft)
- Propylene Glycol – (Dow Frost™ HD), (Copper plumbing and pipe insulation not included)

REBATE AND INCENTIVE ELIGIBILITY

QUALIFIES FOR
30%
TAX CREDIT

No cap for solar thermal products



Check www.dsireusa.org for additional utility incentives in your market