



October 22, 2012

Dear **Valued** A. O. Smith Customers:

We are excited to present a golden opportunity with our "Premium Gold Element" promotion event **running now through December 31, 2012.**

We now offer this new Premium Gold Element kit, which will supercharge your water heater's performance with the following benefits:

- Commercial Grade Construction
- Superior performance in all water conditions
- Industry leading scale resistance
- Patented Gold plated design

For a limited time when you place your order for a case of 10 Premium Gold Tune-up kits part# **9008480045**, you will receive 2 additional Premium Gold kits **FREE** of charge. **The introductory price will be \$755.00 list (\$906 Value).** *Gold kits sold separately will be sold at list price of \$75.50. Standard discounts will apply to all orders.*

To place your order **TODAY** for the new Premium Gold kit # 9008480045, please order online at www.waterheaterparts.com or fax your order to 1-800-433-2515. **When ordering online, please enter a quantity of 10 to receive the promotional cost savings.**

If you would like to learn more about the Premium Gold Element Promotion or the kits contents, please contact Chris Haas or me. You can reach Chris Haas at (615) 224-2732.

Thank you for your continued support and dedication to A. O. Smith service parts.

Michelle Spears

Michelle Spears
jmspears@hotwater.com
Service Parts Marketing
(615) 224-2724 office