











	1-Stage	2-Stage	1-Stage	2-Stage	Modulating
	Gas Efficiency 80% AFUE		Gas Efficiency 90%+ AFUE		
DAVE LENNOX <i>signature</i> COLLECTION		SL280V Fully Digital 			SLP99V Fully Digital 
ELITE® SERIES		EL280E 	EL196E 	EL297E 	EL297V 
MERIT® SERIES	ML180V ML180E 		ML196E  ML193E* 		ML296V 

*Energy Star rated in the South Region only

DAVE LENNOX signature COLLECTION



DLSC product customers want the latest and greatest technology. They expect top of the line equipment in terms of performance, features and benefits and are willing to pay a premium price. They respond to energy efficient and environmentally friendly products and consistent temperatures in every room.

When selling DLSC:

- Do not focus on AFUE; it is important, but not a deal breaker with this audience
- Use emotional benefits like precision and owning the best
- Talk about coming home to perfect warmth on cold days

ELITE[®] SERIES



Elite product customers are looking for products with higher performance and efficiency than the standard offering. They don't expect the top of the line, but they also don't mind paying more for better performance. They appreciate higher efficiencies, and they respond to improved performance and the appliance-like appearance.

When selling Elite:

- Talk about more even temperatures and improved air quality (like humidity control)
- Mention high efficiency operation
- Emphasize quieter operation

MERIT[®] SERIES



Merit product customers tend to be someone who wants reliable comfort, durable construction, and peace of mind. They want a dependable system that fits their budget. Merit means that homeowners can have the peace of mind that they chose the best value in an HVAC system.

When selling Merit:

- Talk about strong performance
- Emphasize Lennox's stringent design and quality requirements
- Mention years of reliable operation

Feature	SLP99V	EL297V	ML296V
Fully Digital	✓	✓	
Insulated blower compartment	✓	✓	
Enhanced sound dampening	✓		
Enhanced aesthetics	✓	✓	
Higher efficiency system ratings	✓	✓	
97% AFUE		✓	
Up to 99% AFUE	✓		
Two stage heating		✓	✓
Modulating heat	✓		
Variable speed blower motor	✓	✓	✓
Eligible for 25C federal tax credit	✓	✓	
Included on Lennox National Promotions	✓	✓	
Enhanced warranty	✓		
Better airflow	✓	✓	
Installation report	✓		