



## Service Solutions

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## Customer Service is a Global Value

**T**he question is not whether you believe yourself to be too good to serve the consumer, but whether you are good enough. In a recent interview, the CEO of Haier was quoted describing the increasing demands of the Chinese consumer.

“Haier was among the first big Chinese companies to focus on customer care. Several astute servicemen noticed that Chinese customers—as they became able to afford nicer apartments—were scolding workers who scuffed their floors with muddy shoes. Haier ordered its workers to wear shoe covers when they entered a home. In a country where customer service was nonexistent, it was the equivalent of an American cable guy’s showing up with tea service for two.”

The American consumer is not less demanding. Customer service is more than being tactically sound (scheduling with urgency, showing up on time, first-time complete) it is inclusive of addressing the emotional needs as well. The consumer has been surprised by the failure of their appliance and inconvenienced by having to schedule a service call around the demands of their day. They want their situation to improve quickly and not regress into the morass of missed appointments, common parts needing to be ordered and another service call scheduled, or an insensitive technician.

Consumers do not casually open their homes to anyone and much less so today than in the last twenty years. It is difficult to invite someone into your home that you do not know well. No one likes to be placed in a potentially vulnerable position. Your actions from the time you arrive will determine whether you have the opportunity to work for this consumer again.

Do not park in the driveway, but allow the consumer to feel if they need to leave, they can; or if a guest is due, they can get in to the house. If you need to use heavy tools, and the house is a long way away from the street, then ask permission. Always demonstrate that the consumer is in control of the situation. Follow these simple steps:

1. Greet and identify yourself with a business card and clean uniform. Put on shoe protectors before entering the consumer’s home. You will win the consumer over by treating their home as they would want you to. The consumer will determine their perception of your company’s professionalism within 30 seconds.
2. Listen to the consumer as to what they believe is not right with their appliance. Their perception is more important than your knowledge for repeat business.
3. Communicate to the consumer what you find before you replace a part. Assure them their appliance

*continued on page 13*

# Frigidaire Precision Select Dishwasher



## FEATURES

- New, slimmer console with updated styling
- High quality, heavy Frigidaire knob with Easy-Grip outer ring
- 5-Level Precision Wash System
- 4 Pad/5 Cycles/4 Options
- 7 Status Lights
- 2-4 Hr Delay Start
- 100% Filtered Water
- Stainless Steel Food Disposer
- Self Cleaning Filter
- Premium Upper Racks
- Premium Lower Racks
- Deluxe Silverware Basket
- UltraQuiet™ II Sound Package

**E**lectrolux Home Products will introduce the newest additions to the Dish Care product line when it unveils 'Precision Select' dishwashers in June of 2005.

"The introduction of these dishwashers is a significant event," Chris Harris, the EHP Dish Care product line manager, said. "For the first time, a manufacturer is offering an electronic timer on a dishwasher at a price point that many consumers can afford."

Indeed, the use of an electric timer on this product is the primary feature that is most likely to attract most consumers. With an MSRP of \$249 for a Precision Select model, and only \$50 more for a Precision Select model with Sanitizing option, these dishwashers will appeal to value consumers who seek optimized performance at a reasonable price.



## SERVICE REMINDER

# Authorized Service Companies to Conduct Repairs on Outdoor Grills



**B**eginning in January of 2005, authorized Electrolux service companies have been certified to conduct repairs on all of its outdoor grills—which represent the Frigidaire, Frigidaire Gallery, and Electrolux ICON brands. These changes will offer our independent service network additional opportunities to increase their business in this growing premium product market.

Electrolux has ensured that this transition to our independent service network will be as smooth as possible. Simply put, Contact Center procedures for service call referral as well as claims for warranty repairs via ServiceBench will be handled in the same fashion as all other Frigidaire service claims.

Should a consumer require service for their Frigidaire outdoor grill, they are welcome to contact our Augusta-based Contact Center via a toll-free number (1.800.FRIGIDAIRE). If an ICON consumer requires service assistance, they are urged to call the Platinum Star Service hotline (877.435.3287) for prompt resolution.

When consumers reach our Contact Center with a request for service, Electrolux is utilizing the Frigidaire or Electrolux Platinum Plus service locator (depending on the brand) to locate a service company.

Upon completing the repair, service companies should file their claims via ServiceBench in the same method that is used for all other Frigidaire/Electrolux warranty claims. After the claim is approved, payment will be made to the service company during the regularly scheduled payout.





## BUILT-IN OUTDOOR GRILLS

# Serial Number Tag Location

Electrolux is aware that service companies have reported problems in locating the serial tag on its Frigidaire built-in outdoor gas grills. During production, the serial tag has been placed on the back of the grills—resulting in difficulty locating the serial number in the event of a repair. In some instances, service technicians have even uninstalled the grill from its base.

However, Electrolux would like to advise service companies that such steps are not necessary. In the event that the serial tag is not visible on the rear of the unit, ask the consumer if they still have a copy of their warranty and registration information. The serial number is located on this information as well.

Should the consumer be unable to provide the serial number from their registration papers, Electrolux will approve warranty repair claims for built-in outdoor grills without the serial number. Note, service companies should be aware that this is a temporary measure—and all built-in outdoor grill claims will be subject to auditor review.

## Consumer Survey Statistics

Data from January 1st, 2005 through March 31st, 2005

1. Overall, how would you rate the service you received from our Authorized Service Company?		
RATING	TOTAL RESPONSES	PERCENT EACH
Excellent	5149	63.7%
Good	2184	27.0%
Poor	660	8.2%
No Service Performed	87	1.1%
<b>Grand Total</b>	<b>8080</b>	<b>100.0%</b>
2. How satisfied were you with the speed of the service provided?		
RATING	TOTAL RESPONSES	PERCENT EACH
Very Satisfied	4820	59.8%
Satisfied	2348	29.1%
Dissatisfied	898	11.1%
<b>Grand Total</b>	<b>8066</b>	<b>100.0%</b>
3. Following your call for service, how long before the service technician arrived?		
RATING	TOTAL RESPONSES	PERCENT EACH
1 - 2 Days	4333	55.1%
3 - 4 Days	1992	25.3%
5 - 7 Days	870	11.1%
8 or more	665	8.5%
<b>Grand Total</b>	<b>7860</b>	<b>100.0%</b>
4. How many trips were required to complete the repair?		
RATING	TOTAL RESPONSES	PERCENT EACH
1	4070	52.1%
2	2825	36.1%
3	563	7.2%
4 or more	360	4.6%
<b>Grand Total</b>	<b>7818</b>	<b>100.0%</b>
5. How would you rate the technician who serviced your product?		
RATING	TOTAL RESPONSES	PERCENT EACH
Excellent	5680	71.0%
Good	1885	23.6%
Poor	433	5.4%
<b>Grand Total</b>	<b>7998</b>	<b>100.0%</b>
6. Would you use this Authorized Service Company again or recommend them to others?		
RATING	TOTAL RESPONSES	PERCENT EACH
Yes	7136	90.0%
No	795	10.0%
<b>Grand Total</b>	<b>7931</b>	<b>100.0%</b>
7. If you called our Customer Service Department, how satisfied were you with our performance?		
RATING	TOTAL RESPONSES	PERCENT EACH
Very Satisfied	2796	49.2%
Satisfied	2027	35.7%
Dissatisfied	860	15.1%
<b>Grand Total</b>	<b>5683</b>	<b>100.0%</b>
8. Would you recommend the Electrolux Major Appliances brand of products to others?		
RATING	TOTAL RESPONSES	PERCENT EACH
Yes	5885	80.4%
No	1437	19.6%
<b>Grand Total</b>	<b>7322</b>	<b>100.0%</b>

For the latest Service Bulletins, Technical Manuals and Product Information visit:

[www.frigidaire.com/tip](http://www.frigidaire.com/tip)

username: service • password: tips

Recent additions include:

- 42" SxS Built-in Refrigerator Service Manual
- 2005 Midea RAC Product Info & Spec Guide
- 2005 Outdoor Gas Grill Service Manual
- 2004/2005 Electra Service Manual
- 2004 Refrigerator Specification Guide (April thru December)

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## Outdoor Grill Warranty Claims

*Electrolux Working to Resolve Issue Regarding Payment*

As the Electrolux service network should already be aware, Electrolux Home Products introduced outdoor grill repair opportunities to its authorized service companies on March 1st, 2005. During production these Frigidaire grills were inadvertently manufactured with various serial formats which have caused a delay in processing payments for these claims. For this delay, EHP Warranty Service

sincerely apologizes and will be taking the following action to correct the issue.

EHP Warranty Service has partnered with ServiceBench to implement a complete solution to this logistics problem which will take effect on June 8th, 2005. Following the implementation of this solution, EHP Warranty Service will work diligently to resolve any outstanding outdoor grill claims as our first priority.

Contacting the Service Assistance Center or Regional Service Quality Managers about outdoor grill claim(s) status will not expedite resolution. Despite this delay, your service company should continue to file any and all outdoor grill claims according to the terms indicated in your EHP service contract.

Electrolux appreciates the patience of our service community in supporting this new product line.

## Service Manual Correction on Genesis Control System

Models: All refrigerators with the Genesis control system.

Problem: Correction to service manual 5995413142 page 37 and 38 Genesis control.

Cause: Control does not have the capability of recording data.

Solution: The Genesis control, unlike the control used on the counter-depth refrigerator, does not have the capability of recording data. This has caused some confusion in the field when looking at the service manual. Under test 3, the manual states the product goes to variable 4. Because it cannot record the high, low, and average temperature it goes straight to variable 4 and checks the thermistor for good, open, or shorted. Then variable 5 disables the buffer so the servicer can hold the thermistor in hand and the temperature will start rising in 1 to 2 minutes, not 15 minutes.



To make this less confusing to the servicer, entering test 3 will show 3A in the freezer display for the thermistor test and 3B for disabling the buffer on products with the two digit display. Products with the single digit display will only show a 3. The same operation will repeat in step 4. In step 5 damper motor test, only full open and full closed are available, there is not a variable 2 with a mid-position.

## Control Box Leaking Water on Front Filter Refrigerators

**Models:** All refrigerators utilizing a front filter.

**Problem:** Water leaking from control box onto the top shelf of the food compartment on front filter models.

**Cause:** Damaged "O" ring or plastic shavings in the filter base by the "O" ring.

**Solution:** The "O" ring in the back of the filter base at the location the water lines connect to the base are not sealing on the line. (See Figure 1) This can be caused by a damaged "O" ring or material from manufacturing like plastic shavings are in the housing by the "O" ring.

To repair, first drop the control box to gain access to the water lines and the back of the filter base. Using a standard screwdriver, place it between the insert and the white housing. (See Figure 2) Twist the screwdriver to remove the insert. With the insert removed use a paper clip that is straightened and a small hook bent in the end to reach in and pull the "O" ring out (See Figure 3) With the "O" ring removed, wipe out the housing and install a new "O" ring part number 240526901, available from service parts.

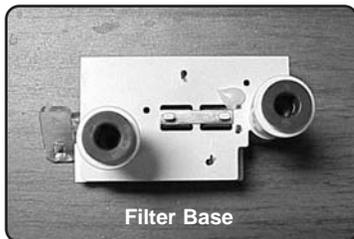


Figure 1



Figure 2



Figure 3

Now, reinstall the insert in the base and push the water lines back into the base with the brown line on the right and the white on the left. Be sure to push the line all the way in until it stops against the end of the housing. Run some water at the freezer door and check for leaks. If no leaks are found, reinstall the control box.

## *Moisture Forming on the Inner Oven Door Glass*

Models: GL/PLEB30S9D/T9D, FEB30S5D/S6D/S7D/T5D/T6D/T7D, GL/PLEB27S9D/T9D, FEB27S5D/S6D/S7D/T5D/T6D/T7D, ("S"= Single, "T"=Double) With serial # starting at NF427xxxxx and ending at NF448xxxxx.

Problem: Moisture forming on the inner door glass.

Cause: The center screw of the upper trim is not aligning with the hole in the inner baffle. Stainless steel models may have the center screw issue even after NF448xxxxx. There are 6 holes on this same inner baffle, 3 over and 3 under the inner glass.

Solution: Re-position the upper trim center screw into its original place in the inner baffle and block the six inner baffle holes with stick-on aluminum tape.

1. To access the inner baffle, remove the door from the unit and unscrew the door handle. (Figure 1)
2. Turn the oven door upside down and remove the five screws from the lower trim in order to remove the outer glass. (Figure 2)
3. Push in the inner baffle in order to align the center screw into its proper place. Screw out (Figure 3) and screw in alignment hole. (Figure 4)
4. Cover the 6 holes of the inner baffle. (Figure 5)



Figure 1



Figure 2

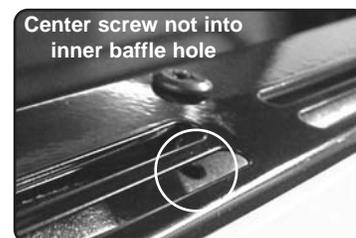


Figure 3



Figure 4



Figure 5

## *Cleaning Issues with Upper Rack on Select Models*

**Models:** FDB2410LD, FDBB1940D, GLD2250RD, GLD2450RD, and PLD2850RD produced between serial numbers TH451XXXXX through TH513XXXXX.

**Problem:** In only the above model dishwashers produced within this serial number range, there could be one of two different styles of wash motor. If the consumer is experiencing a cleaning problem in only the upper rack, follow the checks listed below before proceeding further.

1. Check incoming water temperature to ensure it is a minimum of 120°F coming into the dishwasher.
2. Check water hardness to ensure the proper amount of detergent is being used.
3. Check loading to ensure the center arm turns freely.
4. Manually change the spray to the center arm to check operation. If the preceding checks are favorable, the wash motor may need to be replaced.

**Cause:** Only the above models in the listed serial number range, that have passed the preceding checks could have a 154536101 wash motor. The 154536101 motor may not pause long enough to allow the check ball in the sump to change its position and spray from the center arm.

**Solution:** The pictures below are to distinguish between the two different styles of wash motors.



Askoll wash motor 154523501



Johnson wash motor 154536101

Only on the above listed models in the serial number range from TH451 through TH515, changing the wash motor to a part number 154523501 (see picture above) will solve this cleaning problem in the upper rack.

## *Dishwasher not starting with START / CANCEL pad*

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- Models: GLD3450RD, PLD3460RD, and GSB6400ND; before serial number TH51281824.
- Problem: Dishwasher not starting with START/CANCEL pad.
- Cause: The ribbon for the front keypad / display has been damaged by the control cover.
- Solution: The technician needs to check the key pads for proper operation before replacing the electronic control. Kits are listed below.

**The proper diagnostic procedure is as follows:**

1. Select the Normal Wash cycle pad found on the top key pad.
2. The cycle time of 95 minutes will show in the front display along with the light staying on in the top key pad. This means the control has accepted the wash cycle.
3. Press the START/ CANCEL pad. If the lights go out after 15 seconds and the dishwasher does not start then a DELAY START cycle needs to be attempted.
4. To set a Delayed Start cycle; on the top keypad, select a Normal Wash cycle and then press the Delay Start pad once. This will set a one-hour delay. When this cycle is set, a 1H will appear in the front display.
5. The 1H in the front display will change to 60 minutes in less than 30 seconds, this tells you the control has accepted the Delay Start cycle, and will start Normal wash cycle in 60 minutes.
6. This tells you the control is functioning as it should and the problem lies with the front key pad. Replacing the front key pad will repair the product.
7. The replacement front display will come with display, cover, and instructions. Be sure to replace all parts supplied in the kit to complete repair.

Part numbers for the Keypad Display Kit are as follows:

<b>154554301</b>	White
<b>154554302</b>	Black
<b>154554303</b>	Bisque
<b>154554401</b>	Pro series model

## 2005 Air Conditioners with LCDI Power Cords

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- Models:** All models produced for the 2005 Season.
- Problem:** Air conditioner will not start on new installed unit.
- Cause:** Room air conditioners made for the 2005 sale season will be equipped with a new type of power cord that senses current leakage from a damaged cord and also has a trip/reset button similar to what most hair dryers have in their plug heads. The LCDI cords are used throughout the 2005 United States, AC product range. These products are only mandated for the U.S. market. All products produced for Sears Canada and Danby come with original style power cords
- Solution:** Air conditioners with an inoperative start situation will need the LCDI on the power cord reset. A service call should not be needed, just advise customer to reset the LCDI.



LCDI power cord

## 2004 Air Conditioner Models

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- Models:** FAH08EN1T serial number begins with EK50800613 and ends with EK50801224.  
FAH12EN2T serial number begins with EK50800001 and ends with EK50800612.
- Problem:** Two models of air conditioners with the LCDI power cords were manufactured with the same model number as a 2004 model air conditioner **without the LCDI power cord.**
- Solution:** If it is necessary to replace the power cord on an air conditioner that has the LCDI power cord, it must be replaced with an LCDI power cord.

## ELECTROLUX PHONE NUMBERS

Name	Reason For Call	Phone Number	Fax Number
<b>Customer Care Center</b>	Consumer Issues (excluding replacements)	<b>706-860-4110</b> (Option 1)	706-651-7135
<b>National Locator</b>	Parts, Service, Dealer, Use and Care Guides	<b>800-444-4944</b>	
<b>Parts Department</b>	Parts Questions	<b>800-599-7569</b> (Option 2)	706-228-6539
<b>Product Specialist (DDPS)*</b>	Product Exchange	<b>800-456-4669</b> (Option 5)	706-228-6555
<b>Technical Information Department (TID)</b>	Wiring Diagram Technical Feedback Technical Specifications	<b>888-842-3660</b> <b>option 2</b> for refrigerators, freezers, air conditioners or dehumidifiers <b>option 3</b> for cooking <b>option 4</b> for laundry or dishwashers <b>option 5</b> for outdoor grills	
<b>Service Assistance Center (SAC)</b>	Warranty Inquiries Claims Processing	<b>866-646-6810</b>	706-228-6609
<b>Service Contract</b> <b>NOTE:</b> This information is also available by logging onto <a href="http://ServiceBench.com">ServiceBench.com</a>	Contract Status Number Type Model/Serial Number Expiration Date Full Coverage Deductible	<b>706-860-4110</b>	706-651-7735

\* Please listen to all menu options as they have recently changed.

## REGIONAL SERVICE QUALITY MANAGERS

### NORTHEASTERN REGION

**Carmine T. Dionisio**  
7255 Summerhill Drive  
Concord, OH 44077  
carmine.dionisio@electrolux.com

### NEW ENGLAND REGION

**Robert Giannetti**  
622 Berkshire Valley Road  
Wharton, NJ 07885  
robert.giannetti@electrolux.com

### SOUTHEAST REGION

**Ken Hall**  
65 Ashton Drive  
Covington, GA 30016  
ken.hall@electrolux.com

### MIDWEST REGION

**Dino Neokratis**  
30 W. 100 Army Trail Road  
Bartlett, IL 60103  
dino.neokratis@electrolux.com

### WESTERN REGION

**Rollie Fisher**  
14528 136th Street Court E  
Orting, WA 98360  
rollie.fisher@electrolux.com

### SOUTHWEST REGION

**Bud Haas**  
2236 Brigadoon Court  
Arlington, TX 76013  
bud.haas@electrolux.com

### CENTRAL REGION

**Scott Harder**  
207 S. West Street  
Ft. Branch, IN 47648  
scott.harder@electrolux.com

will return to normal operation after you have completed the repair and then proceed.

4. Demonstrate the operation of the unit to have the consumer agree the problem has been resolved to create value in the consumer's perception of your service. This will also save callbacks and repeat calls.

5. Leave the area cleaner than when you found it and replace any items you had to move where they were before you arrived.

Electrolux is not in the position of ordering its authorized service network to provide excellent customer service; however, we will reward only those that do. W.E. Deming wrote "It is not necessary to change, survival is not mandatory". There is no survival apart from customer service levels that make the consumer confident, satisfied, and glad they had a problem for you to solve.

Electrolux views customer service as the key to competitive advantage and survival in an industry that has no shortage of manufacturers and increasing discriminating consumers who demand quality in all of their purchases of products and services. Featured in this month's service bulletin is the new service 'score card'. A tool which enables you to measure your performance in two key areas: quality (consumer perception) and efficiency.

This tool will be used to reward revenue and award strategic positioning in our consumer service referral process. Contained in the service Score Card are the key measurements we have defined to create a competitive advantage for both you and Electrolux. Please review and change behaviors as needed to improve. Train your technicians to value the consumer's perception as well as a successfully completed call. Teach them to inform the consumer they might receive a survey and review the questions with the consumer before they leave the home. Ask the consumer if there are any questions where they would not be comfortable giving the highest rating. Thank them for their feedback, apologize for any perceived failures, express appreciation for their business and invite them to call you with any additional needs. By operating toward these measurements, together we will build brand equity for your company and Electrolux; as well as reduce expense by being more efficient in claims processing, receiving of service calls through Dispatch, and payment for services rendered.

— **John Carroll**  
National Service Manager  
Electrolux Major Appliances

## SCORE CARD

# Monitoring Performance

This month, Electrolux—in partnership with Service Bench—is announcing the unveiling of its new service 'Score Card,' which will be used to monitor and gauge the performance of its independent authorized service network.

This new score card will help provide further support to the Electrolux service network by enabling them to see ways in which they can improve their business in two critical areas: Quality and Efficiency.

On the performance score card, both quality and efficiency have equal weight (50% each) in the formula calculating the overall performance (known as your QE score). For each question in both sections, a value between 0 and 5 is assigned; with 0 being the worst rating and 5 being the best.

### Section One: Quality

The first section of your service score card deals with the quality of service provided. There are a total of six questions in this section:

1. Consumer's overall rating of service provided
2. Satisfaction with the speed of service provided
3. Number of days before the technician arrived
4. Number of trips required to complete the repair
5. Satisfaction with the technician who serviced the product
6. Recommend the service company to others

### Section Two: Efficiency

The second section of your score card addresses three key areas: the utilization of **direct deposit**, the **accuracy of warranty claims** filed with Service Bench, and the **use of Dispatch**.

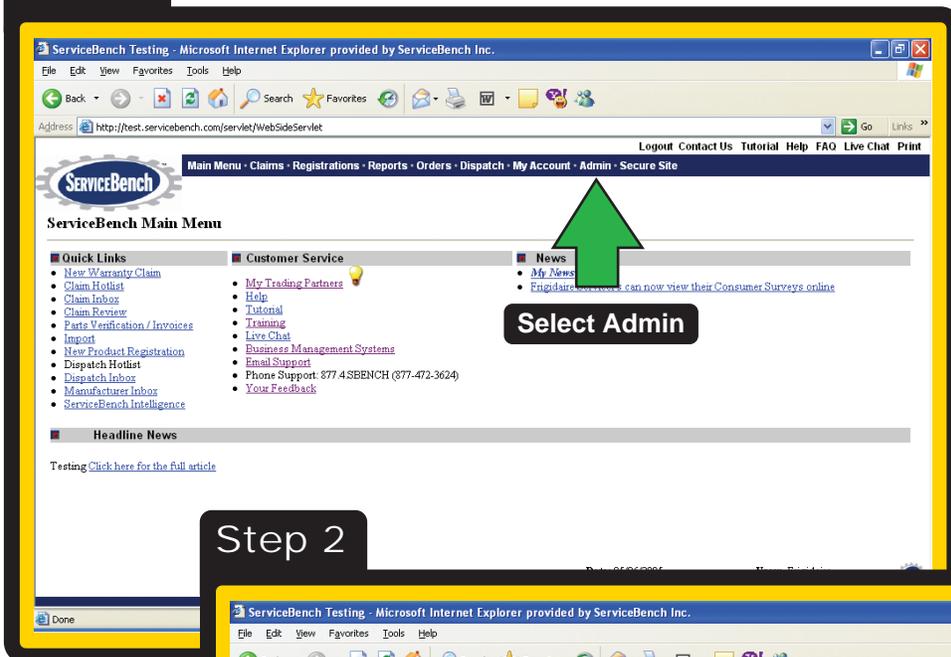
1. Direct deposit for warranty payments
2. % of duplicate claims filed (multiple claims for same repair)
3. % of rejected claims filed
4. % of incomplete claims
5. % of claims filed for repeat repairs within 90 days
6. Dispatch enabled for your service company
7. Availability provided within dispatch schedule
8. % of dispatches rejected

See page 14 for instructions on how to access and view your service company's score card.

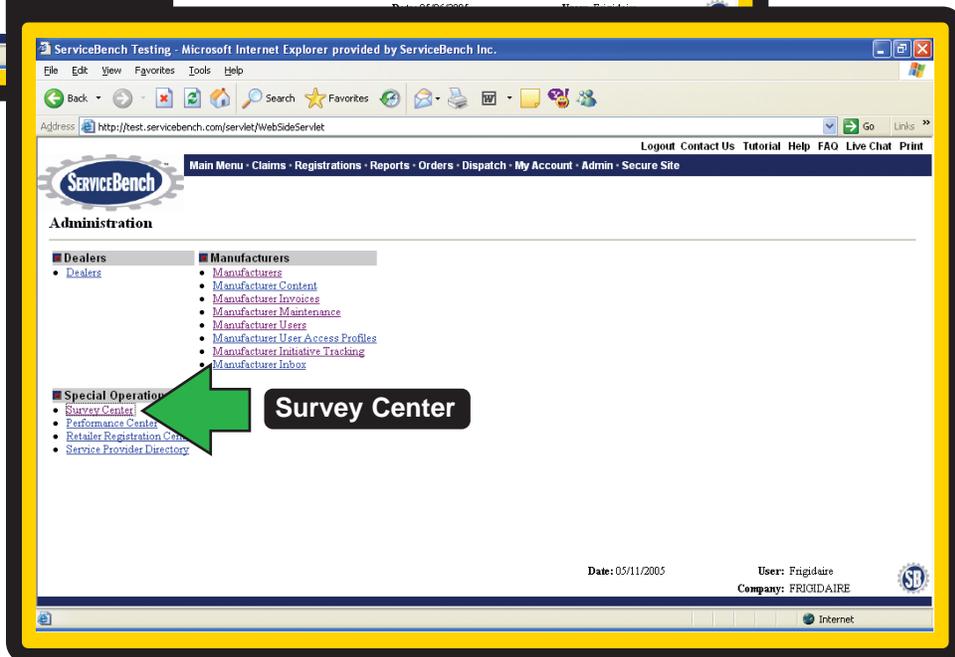
# Accessing your "Score Card"

Accessing your Electrolux score card is easy! Simply follow the instructions contained in the following screen shots to access your service company's score card. Service companies should review their score card information on a regular basis; as part of a consistent effort to improve the level of quality and efficiency that we provide to all our customers.

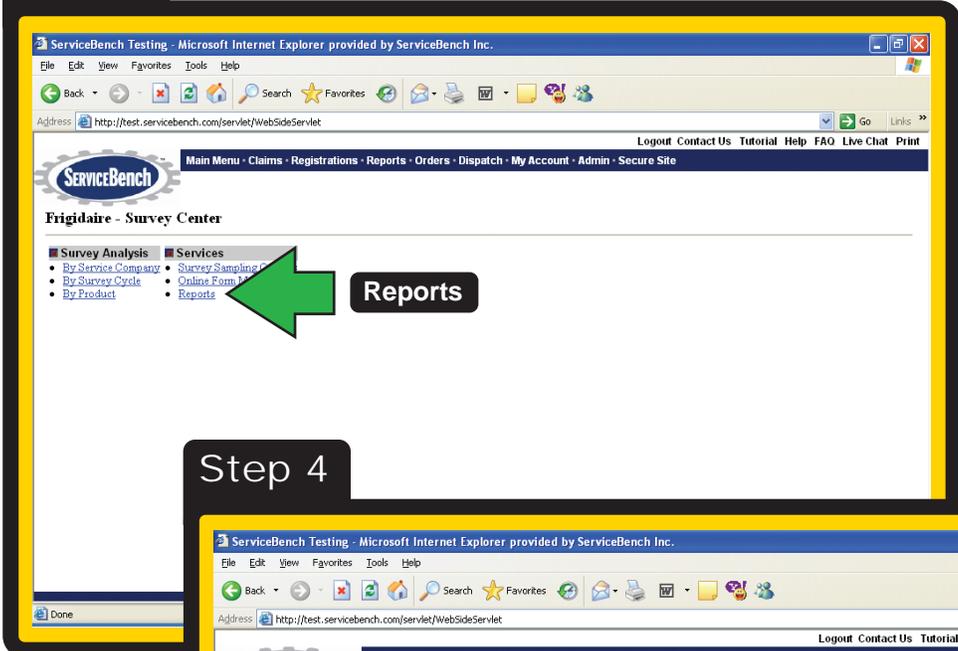
## Step 1



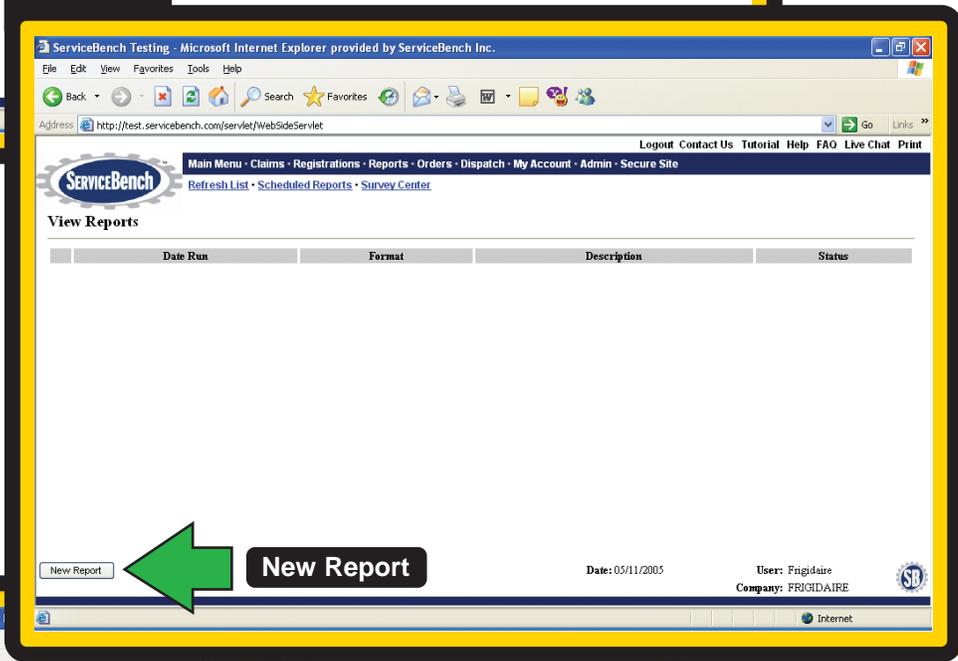
## Step 2



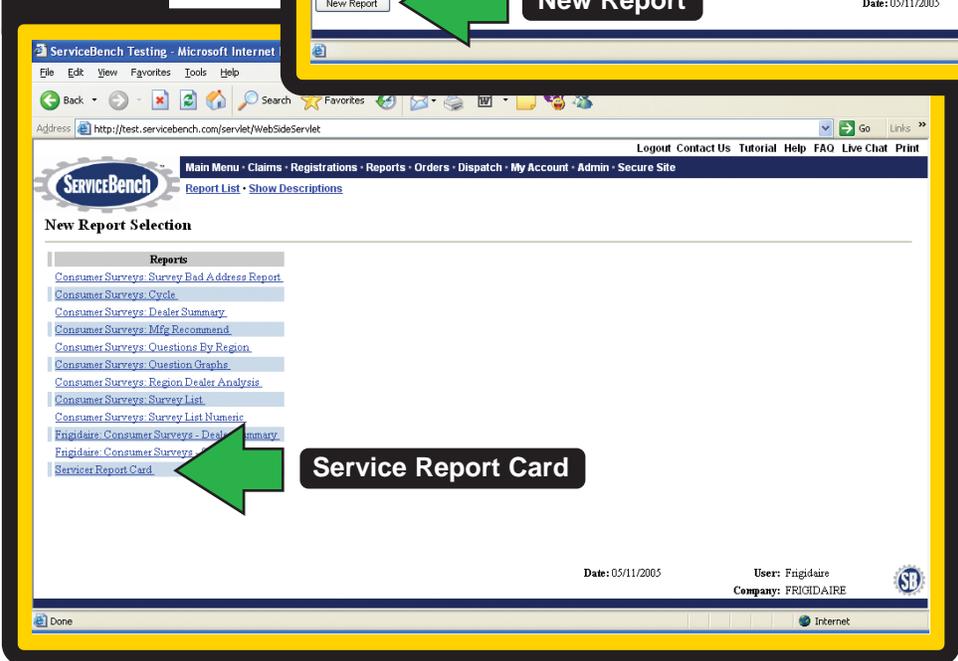
### Step 3



### Step 4



### Step 5



# Frigidaire

## REFRIGERATION PARTS

# UNIVERSAL



**750<sup>BTU</sup>**

**P/N 5304442311**

### Key Features

- R134A
- -35°C to -10°C (-31°F to +14°F)
- Static Cooling
- Low Back Pressure
- Low Starting Torque
- Resistive Start – Capacitive Run
- Precharged with ISO10 Ester Oil
- 115V



**820<sup>BTU</sup>**

**P/N 5304443725**

**Order  
Today!**



**1,065<sup>BTU</sup>**

**P/N 5304429237**

**Place orders through your  
authorized parts distributor.**

 **The Electrolux Group.** The world's No.1 choice.  
KITCHEN, CLEANING AND OUTDOOR APPLIANCES