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LIFESTORY RESEARCH REPORTS: TRANE RECOGNIZED AS THE 2020 AMERICA'S MOST TRUSTED HVAC SYSTEM BRAND FOR THE SIXTH CONSECUTIVE YEAR

The Lifestory Research America's Most Trusted® HVAC Brand Study explores shopper perceptions of HVAC brands and examines how each shopping event and brand encounter impacts customers' overall value perceptions of the HVAC brand.

The study investigates the questions asked when people are shopping for a heating ventilating air conditioning system. What are the best HVAC brands? Which HVAC brands do people recommend? Which HVAC brand can you trust? What is the quality of different HVAC brands?

The study also identifies critical service standards that drive higher customer experiences and the bottom line. The study addresses HVAC shopper reviews and summarizes net promoter, quality reviews, purchase intent, as well as a variety of other metrics.

The HVAC brands that were found to be most recognized in the study were Trane, Carrier, Whirlpool, Lennox, Rheem, American Standard, Ruud, York, Bryant, Goodman, Heil, and Amana. Brand awareness and brand familiarity were used to determine if a HVAC brand was known well enough to be included in the national trust ranking. Trane received the highest Net Trust Quotient score and earned the #1 ranking of most trusted HVAC brands.

For over 100 years, Trane has been building home comfort systems. Trane is a leading global provider of indoor comfort solutions and services and a brand of Ingersoll Rand (NYSE: IR). Every Trane system is tested in some of the most extreme conditions found in nature to ensure they're truly unstoppable.

About Lifestory Research

Lifestory Research is a trusted national independent market research firm passionate about customers, employees, brands and the science of influence. Learn more at www.lifestoryresearch.com

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