

NEWPORT BEACH, California: Jan. 21, 2016

Lifestory Research Reports: Trane Recognized as America's Most Trusted Heating and Air Conditioning System for Second Consecutive Year

Trane ranks highest in trust among Heating and Air Conditioning System Brands according to Lifestory Research 2016 America's Most Trusted Study released today. The study, based on 17,878 consumer opinions, tracks how trust impacts consumer's evaluations of HVAC brands in the United States.

"In performing the Lifestory Research America's Most Trusted Study, we find that consumers are focused on seeking out brands they trust," said Lifestory Research President Eric Snider. "Our consumer research finds that people are keenly concerned with the trust they have in brands as they make significant purchase decisions. Companies like Trane appear to understand this need for trust."

The Lifestory Research America's Most Trusted Study awards companies that provide services or products to customers in their home. Brands currently awarded the designation of America's Most Trusted include: home builders, active adult resort home builders, cabinets, faucets, electric utilities, HVAC systems, kitchen appliance brands, laundry appliance brands, paint, and residential realtor organizations. Trust is measured through a Net Trust Quotient Score in which brands are divided into three categories: "advocates," customers who feel a significant trust toward the brand; "neutrals," those who trust a specific brand, but do not see a specific brand as standing on the shoulders of other brands; and "antagonists," who are skeptics with little, if any, trust in a specific brand.

As the 2016 Lifestory Research America's Most Trusted HVAC Brand, Trane produced the highest Net Trust Quotient Score, followed in order by (2) Carrier, (3) Whirlpool, (4) Lennox, (5) Rheem, (6) York, (7) Rudd, (8) Climate Master, (9) American Standard, (10) Mitsubishi Electronics, (11) Bryant, (12) Payne, (13) Heil, and (14) Goodman.

Detailed information can be found at www.lifestoryresearch.com/most-trusted/

About Lifestory Research

Lifestory Research is a trusted national independent market research firm focused on consumers and their homes. We take a consumer-centered approach to helping developers, home builders, financial institutions, product manufacturers, real estate companies, electric and gas utilities, and organizations serving customers in their homes. We perform brand research, customer satisfaction, segmentation, opinion surveys, advertising tracking, employee satisfaction, custom consumer research, and market research for clients.

www.lifestoryresearch.com

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