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LIFESTORY RESEARCH REPORTS: TRANE RECOGNIZED AS THE 2022 AMERICA'S MOST TRUSTED HVAC SYSTEM BRAND FOR THE EIGHTH CONSECUTIVE YEAR

For the eighth year in a row, customers chose Trane as America's Most Trusted® Heating and Air Conditioning System. Trane is the most trusted brand among consumers actively shopping for a new HVAC System in the Lifestory Research 2022 America's Most Trusted Study released today.

“Brand trust is essential when consumers are considering the major purchase of a heating and air conditioning system,” said Lifestory Research President and Chief Research Officer Eric Snider. “Brand trust is a central purchase criterion, and Trane consistently earns customer trust as reflected in ranking #1 consistently in the annual America's Most Trusted® study.”

In the Lifestory Research 2022 America's Most Trusted® Study, 12,864 people were surveyed and asked their opinions of HVAC brands. In the Lifestory Research 2022 America's Most Trusted® study, consumers evaluate several brand equity metrics to understand brand trust. Trane earned the highest Net Trust Quotient score (118.8) among shoppers and earned the #1 ranking in the 2022 Lifestory Research America's Most Trusted® study.

To be included in the national ranking, a brand needed to be known by shoppers throughout the United States and be among the most prominent brands based on sales activity within the product industry. The brands most recognized in the study were Trane, Carrier, Whirlpool, Lennox, Rheem, Samsung, York, American Standard, Bryant, Ruud, Heil, Goodman, Mitsubishi, Amana, and Haier.

In addition to this study, Trane ranked #1 in the first-year study of America's Most Trusted® Home Backup Generator and ranked Top 3 in the America's Most Trusted® Smart Thermostat Study.

About Lifestory Research

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