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D. JEFFREY NOEL
CORPORATE VICE PRESIDENT
COMMUNICATIONS AND PUBLIC AFFAIRS

Graham Russell
Office for Product Safety & Standards
Victoria Square House
1 Pinfold St
Birmingham
B2 4AJ

July 8, 2019

Dear Graham,

Tumble Dryer Recall Plan

Further to our recent discussions please find below confirmation that we intend to implement a plan to extend our existing tumble dryer corrective action program to include, amongst other things, the opportunity for consumers to choose, as a primary option, a free of charge replacement for their existing unmodified dryers (the "Recall Plan"). Consumer safety is Whirlpool's highest priority, which is why Whirlpool voluntarily implemented the corrective action program upon its acquisition of the Indesit product portfolio in 2015. Whilst this corrective action programme, unprecedented in scale in the UK, has been detailed, intensive and impactful leading to many more consumers engaging with us compared to the UK industry norms, we share your office's determination to take further effective steps to encourage those remaining consumers who for whatever reason have not chosen the modification and are still using an unmodified dryer to contact us to have the situation addressed. It is against that background that we propose to implement the Recall Plan.

This Recall Plan will be a substantive change with both new remedies for consumers to choose from and new creative routes to communicate with them. We will work with you on this in order to ensure that the message to consumers is simple, clear and consistent but also of significant impact to demonstrate that this is an important safety matter which is of crucial importance to enable us to locate more consumers who have not yet, for whatever reason, come forward to have their dryer replaced or repaired.

The Recall Plan

We confirm that, through the Recall Plan, we will:

- offer consumers the option of:
 - (i) a free replacement dryer;
 - (ii) the opportunity for an upgraded replacement dryer in exchange for a small charge or
 - (iii) a free of charge modification together with a voucher with a £50 value that can be used to purchase another Whirlpool product at a time of the consumers choosing
 - (iv) an age-related refund premium of between £35 and £150 including the collection of the affected dryer
- in line with the PAS 7100:2018, ensure that communications indicate that this is a “Product Recall” and contain the words “Important Safety Warning” and communications at launch reflect that this implements substantive additional options from the corrective action programme that has been in place to date
- ensure that the replacement options will be the lead offer in all communications
- provide replacement machine options that are available within a reasonable time frame
- provide options for replacement machines, together with digital content and clear product information so that consumers can choose the one that best suits their needs
- ensure there are no charges for delivery and installation of a new tumble dryer or the removal of an unmodified tumble dryer
- give convenient options for engineer / delivery visits so they can choose an option that best suits consumers’ busy lifestyles;
- provide flexible options for consumers to contact Whirlpool by phone or online including social media and live chat
- escalate vulnerable consumers to maximise their convenience.

Communication of Recall Plan

We have provided you with details of the communication plans we propose to implement for the Recall Plan. We will continue to discuss those with you as we move forward.

Those plans include new measures to identify and outreach to vulnerable consumers, including non-native English speakers, and plans to work with government, industry and charitable bodies to reach vulnerable consumers.

We will continue to focus on new ways to access effective communication channels, including increased use of channels alongside paid media, and focus on effective channels for key demographic groups.

We will continue to coordinate our communication efforts with our distributors and retailers. We will also increase focus on our work to communicate information about the Recall Plan to those in the rented accommodation sector, including work with landlords and housing associations.

Updates to OPSS

We will provide you with updates on the progress of the Recall Plan, and remain in dialogue with you as the programme is ongoing. We will discuss with you the content, format and frequency of those updates to ensure they meet your expectations.

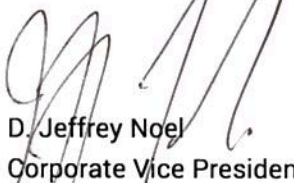
Timing of launch of Recall Plan

We propose to begin implementing the Recall Plan as of Thursday 11th July 2019, when we start communicating to consumers the options that are available to them under the enhanced programme, and start providing the free of charge replacement to those consumers who choose that option. This will enable us to prioritise consumers who have already contacted us over the past two weeks, as well as to properly test the robustness of our systems, ensure that the messaging to consumers is clear, concise and consistent and gain valuable feedback as we then extend to a nationwide campaign.

We propose to target Monday 22nd July 2019 as the date for commencing the broad nationwide publicity campaign announcing the Recall Plan.

We hope that this detail is to your satisfaction and we look forward to continuing our engagement with you in our determination to locate as many consumers with unmodified dryers as possible. We remain available to discuss any details with you at any time.

Yours sincerely,



D. Jeffrey Noel
Corporate Vice President, Communications & Public Affairs
Whirlpool Corporation