



TRANE RETAINS TITLE OF “AMERICA’S MOST TRUSTED HVAC BRAND” FOR THE FOURTH CONSECUTIVE YEAR

Lifestory Research recognizes industry leader with prestigious award based on consumer trust

Davidson, N.C., Feb. 26, 2018 – [Trane®](#), a leading global provider of indoor comfort solutions and services and a brand of Ingersoll Rand, has been named as [2018 America's Most Trusted® HVAC](#) by Lifestory Research. The 2018 America's Most Trusted Heating, Ventilation and Air Conditioning Brand Study is based on more than 8,000 opinions collected over the course of the prior 12 months. This is the fourth consecutive year that Trane has been given the title, outranking competitors within the category.

“Brand choice is about trust and experience as much as it is about technology and reliability,” said Brian Welborn, director of brand and marketing communications at Ingersoll Rand. “At Trane, it’s all about delivering the best experience possible to every customer, whether they are a dealers, contractor, builder or homeowner. It’s that experience that makes our brand stand out. We’re honored to receive this recognition of Trane’s brand strength for the fourth consecutive year in a row.”

Lifestory Research 2018 America's Most Trusted® HVAC System Brands

Rank	HVAC Brands
1	Trane
2	Carrier
3	Whirlpool
4	American Standard
5	Lennox

The evaluation process is multi-faceted with consumers anonymously assessing trust they have in brands. Trust is measured through the Lifestory Research Net Trust Quotient in which a score of 100 is average for all brands included in the study. To be considered, brands need to receive enough survey responses to achieve a 95 percent confidence level. From there, survey results are compared with peer organizations of like size and complexity. As in year’s past, Trane earned the top place among the 15 brands in the study, receiving an index score of 119.9.

“Trane continues to exceed consumer expectations year after year, creating the standard of trust in this industry that companies should hold themselves against,” said Eric Snider, Ph.D., president and chief research officer, Lifestory Research.

