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DOMETIC CELEBRATES 'MOBILE LIVING MADE EASY' BRAND LAUNCH WITH NEW WARRANTY OFFERING ON THEIR CORE RANGE

Dometic sets a new benchmark in the mobile living market, offering to Australian consumers a longer standard warranty period on their core range in conjunction with the launch of their new brand promise.

To celebrate the launch of the new 'Mobile living made easy' brand positioning, Dometic are offering an industry first 3-year warranty on selected RV airconditioners, refrigerators and cookers.

"Our new mission and slogan is 'Mobile living made easy', which is expressed in a new, fresh and modern visual identity centered on the values of the end consumers." said Justine Schuller, Head of Marketing for Dometic Australia.

"At the heart of our new brand promise is a sharp focus on our end consumers - RV owners, boat owners, truck drivers and outdoor enthusiasts. Dometic is on a journey to make a seamless and consistent experience for our customers to reflect our promise to provide great solutions that satisfy people's essential needs when living mobile." Explains Ms Schuller.

Being one of the longest manufacturer backed warranties available in the Australian market, the 3-year standard warranty period covers selected Dometic RV air conditioners, upright refrigerators and cookers. Previously, Dometic offered a one year standard

warranty on air conditioners, and a two year standard warranty on refrigerators and cooktops.

The standard 3-year warranty is available on the following models:

REFRIGERATORS	AIR CONDITIONERS	COOKERS
RM 2350	CALR 242	OH1500
RM 2453	Harrier Inverter	OH2000
RM 2553	FreshJet 2200	OH3000
RM 4601	FreshJet 3200	OH4100
RM 8501	BR 342	OH6000
RMD 8551	Aircommand Ibis	OH5100
RM 2356	Aircommand Heron Q	Cooktop and grill
RM 2355	Aircommand Ibis 3	Oven, cooktop and grill
RM 2455	Aircommand Jabiru	2 burner
RM 2555	Aircommand Heron 2	3 burner
RMD 8555	Aircommand Sandpiper	Combi unit
RM 4605	Aircommand Cormorant	
RM 4805		
RMDX 21		
RMDX 25		
RGE 410		
CRX 50		
CRX 65		
CRX 80		

CRX 110

CRX 140

CD 30

CR 50

CR 65

CR 80

CR 110

CR 140

RPD 175

RPD 215

RPD 190

RPD 218

Ms Schuller also said “We offer smart and reliable products with outstanding design, and the increased warranty gives consumers the peace of mind they deserve, knowing that Dometic stands by its promise to offer reliable products to all Australian consumers. In addition to the standard 3-year warranty on these products, consumers can also opt to extend the warranty with the Dometic Care program for an additional two years, taking the total warranty period available to five years. This level of protection was previously never an option for owners of recreational vehicles.”

To find out more about our extended warranty options, or to register for a Dometic Care number, which will give you access to quick service for your Dometic products, **FREECALL ON 1800 21 21 21**.

The new global Dometic has one clear promise, to make it easy for consumers to live mobile. By joining the existing Dometic brands with the ‘Mobile Living Made Easy’ tagline, Dometic is able to unify the breadth of resources, expertise and products offered into one cohesive global powerhouse in the mobile living market.

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