

# Launching the New Nv-Series: Re-Naming of Ductless Products



eAPB1915 | April 15, 2019

## IMPORTANT DATES

**First Order:**  
4/15/19

**First Ship:**  
4/15/19 (factory direct)

**Sales Literature**  
Available soon through the Mitsubishi portal

**Technical Literature**  
Available now

**Pricing Info**  
Available now

**WARRANTY INFO**  
**Registered Limited Warranty**  
• Varies by product family

**Non-Registered Limited Warranty**  
• Varies by product family

**Ratings Info**  
AHRI ratings available at [www.ahridirectory.org](http://www.ahridirectory.org)

To enhance our ductless branding efforts, we will be re-naming the co-branded ductless products to Nv-Series. American Standard co-branded with Mitsubishi Electric on ductless products will give your customers a premium solution to ductless applications. As with any product, there are bound to be maintenance, service and warranty calls. When a home owner searches for a contractor to work on the unit using our model number, they will find only American Standard contractors. Our market research has shown that co-branding generates more leads for ductless. Having product direct from the factory with the American Standard brand helps maintain our quality standard. As we develop new products with Mitsubishi Electric, these will further integrate our unified brand.



## How this benefits you:

In many markets there are multiple distributors selling Mitsubishi Electric today. Contractors can shop the price for a project quickly by picking up the phone or online. By changing model numbers and nomenclature, American Standard will be able to build its unique value position in the market and avoid a price war. A unique model number for American Standard will help with future development and sales with Nexia, furnaces and coils, and any other co-developed products in the future. The joint venture with Mitsubishi Electric will bring industry leading solutions now and into the future.

See the **FULL Model Number and Nomenclature Table** [HERE](#)

SERIES LEGEND:		
NEW NOMENCLATURE:	NEW SERIES:	MITSUBISHI FAMILY:
EL	ENTRY LEVEL	WR
ML	MID LEVEL	ML
ML 115V	MID LEVEL 115 VOLT	JP
ST	ENERGY STAR QUALIFIED	GL
PH	PRO HEAT	FH
MX	MULTI-ZONE	MXZ
MX PH	MULTI-ZONE PRO HEAT	MXZ H2i
EF	SAME AS ME MODEL	EF
KONNECT	MATCHES NON-HIGH WALL INDOOR STYLES WITH A SINGLE OUTDOOR	ALL OTHER M-SERIES

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