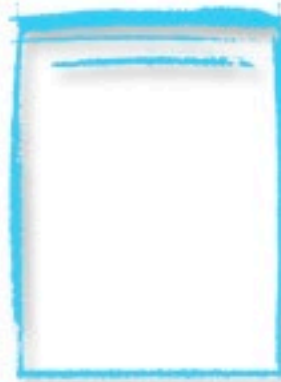


# WHY SAVING WATER MATTERS...

Appliances we make today are more energy efficient than the appliances we made a year ago, five years ago and 10 years ago



Our clothes washers use  
**77%**  
less water than  
those made in 2000



Our dishwashers use  
**51%**  
less water than  
those made in 1998

Washing dishes by hand ends up using significantly more resources...

WATER  DETERGENT  ENERGY  AND MOST IMPORTANTLY - YOUR TIME! 

And uses 5000 GALLONS more water than an ENERGY STAR<sup>®</sup> qualified dishwasher

### --- MICHIGAN ---

By recycling, filtering & reusing the water used to test washing machines in our Clothes Washer Labs, we expect to reduce our water consumption by

**80%** or  
27 million gallons of water per year

### --- INDIA ---

Initiatives to reduce water consumption in our manufacturing facilities enabled savings of more than

**23,247,140**  
**US GALLONS**  
in 2013

### --- LATIN AMERICA ---

Initiatives to cut back on water consumption in our facilities resulted in a savings of

**18,227,872**  
**GALLONS**  
in 2013

### --- N. AMERICA & EUROPE ---

The KitchenAid brand dishwasher with AquaSense™ recycling system

uses **33%** less water without sacrificing cleaning & drying performance as does the Whirlpool brand 6th Sense Powerclean dishwasher in Europe