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IRA Home Energy Rebates:

Benefiting the Consumer and the Grid via Energy Efficient Products

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Engaging federal and state government officials, retailers and non-profits

DOE Retail Resource

DOE Press Release: "Providing rebates via retail can raise awareness of the HEAR program and efficient electric appliances"

"States that are prioritizing consumer awareness in their program design may benefit from a retail rebate delivery approach to drive widespread familiarity with efficient electric appliances." (p.2)

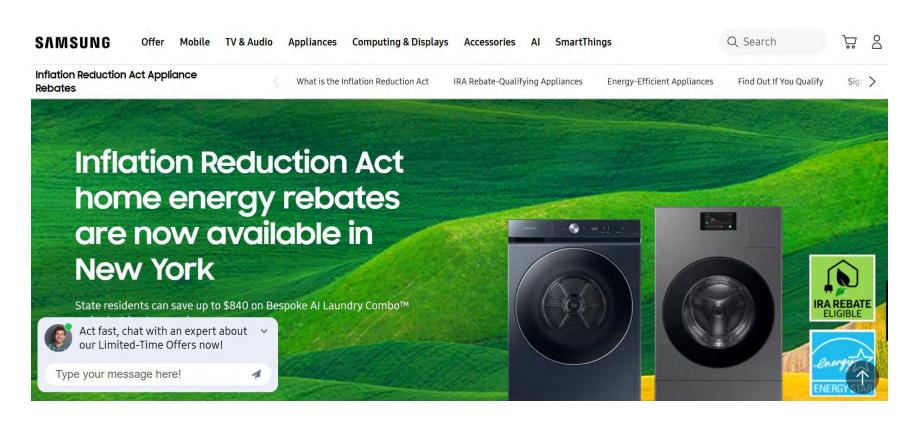
"A phased or partial roll-out of rebates based on product type may streamline aspects of program delivery and . . . build excitement for the launch of a state's broader HEAR program." (p.5)

Source: DOE Retail Resource Guide

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Worked with DOE to move from \$840 to \$1,680 in rebates for ENERGY STAR electric cooking products and heat pump dryers

Samsung: First Appliance Company to Launch IRA Home Energy Rebates Consumer Education Effort





Contact:

Prerna Tomar, Director, Public Policy Samsung Office of U.S. Public Affairs Email: p.tomar@samsung.com