

2025 Fall National Promotion Frequently Asked Questions (FAQ)

GENERAL

1. What are the promotion dates?

October 13, 2025 – November 21, 2025

2. Is there an installation and submission deadline?

Yes, there will be an installation and redemption submission deadline of February 13, 2026, in order for consumers to qualify.

3. What markets is this promotion available in?

- United States (excludes Puerto Rico and U.S. territories)
- Canada

4. What is the offer?

Any end-user (existing leads) residing in the United States or Canada (excludes Puerto Rico and U.S. territories) who purchases a qualifying Generac Home Standby Generator will receive a "Free 10-Year Extended Warranty – a \$1,035 US/\$1,390 CAN value"!

5. What are the promotion objectives?

Designed to help you close new and existing IHCs and is available to you at no cost!

6. Do you have to be a PowerPlay dealer to participate?

No, this is open to both PowerPlay and non-PowerPlay dealers.

GENERATOR QUALIFICATIONS

7. What generators qualify for this promotion?

The only Generac Generators that qualify for this special promotion are Guardian air-cooled home standby generators 10kW – 26kW and Next Generation Home Standby Generators 14kW and 18kW. For a complete list of qualifying model numbers, please visit [Generac.com/National](https://www.generac.com/National) starting October 13, 2025 (the promotion start date).

8. Do the generators have to be purchased direct from Generac?

No, generators do not have to be purchased direct from Generac, the generator cannot be a part of another Generac sponsored promotion, the sell by date just must be between the promo dates and then meet the install deadline*. (**There will be an installation and redemption submission deadline of January 30, 2026, in order for consumers to qualify.*)

As dictated in the terms and conditions for the PowerPlay program, if your company closes a PowerPlay customer/opportunity that was assigned to your account by Generac, the customer's generator must be purchased directly from Generac.

9. Will this offer apply to Generac Generators purchased from other suppliers such as Norwall, or Home Depot, or units we have in our warehouse?

Yes, it can be purchased anywhere; the generator cannot be a part of another Generac sponsored promotion, the sell by date just must be between the promo dates and then meet the installation deadline*. (**There will be an installation and redemption submission deadline of February 13, 2026, in order for consumers to qualify.*)

LEAD QUALIFICATIONS**10. Do customers have to schedule an IHC directly through Generac to take advantage of this promotion?**

No, the promotion does not require that an IHC be scheduled through Generac to qualify for this promotion.

11. Is this only for leads that come through Generac or is it for anyone purchasing during the time of promotion?

Anyone purchasing during the promotional time frame will be eligible. Additionally, both PowerPlay and non-PowerPlay dealers can participate in this promotion.

12. Does the customer have to come through PowerPlay to qualify for this promotion with a Residential dealer, or can they offer it to a local customer, and it be honored as well?

No, this promotion is available for both PowerPlay and non-PowerPlay dealers. Yes, they can offer it to a local existing lead (that have not signed the contract yet).

13. If a PowerPlay lead is already sold, but not installed, do they qualify?

No, these consumers will not qualify for the National Promotion.

14. If the PowerPlay lead is quoted, but not sold, do they qualify?

If the status of the lead is not “Contract Signed” AND the consumer meets the terms, they will qualify.

Please Note: Updating a PowerPlay customer – that was generated during the promotion or prior to the promotion – to “Contract Signed” between October 13, 2025 – November 21, 2025, will not automatically qualify that individual for the national promotion. Instead, qualifying for the national promotion will be dependent on whether the consumer submits their information and meets the terms and conditions available through www.Generac.com/National.

15. Are special program leads (i.e. Retail Installation, Builder Alliance, and Energy Alliance) eligible for this promo?

Yes!

REDEMPTION PROCESS**16. What is the redemption process for consumers?**

This is an online only redemption process. Mail-in forms will not be accepted. Consumers must visit Generac.com/National to claim their free 10-year warranty.

MARKETING**17. Is this promotion replacing the 5-year warranty message?**

Yes, this promotion is replacing the 5-year warranty during the duration of the campaign dates, so there will be no unique phone number or landing page dedicated to this promotion.

18. What are the marketing assets available?*

To help promote this national promotion in your area as a Generac channel customer, we have the following marketing collateral available on Marketing on Demand (MOD):

- Promotional Flyer
- Redemption Flyer
- Postcard
- Digital Ads
- Door Hanger
- Email Banner
- Social Media

**MOD assets will not be updated with this extension.*

19. Are dealers able to run whichever promotion they want at any time? Even during the National Promotion?

Dealers can run whichever promotions they would like and at any time. However, the promotion will be paid by and provided by the dealer, NOT Generac. If a dealer decides to run an additional promotion outside of the National Promotion, the below disclaimer is required in marketing activities –

“The [insert promotion] is provided by [insert dealer name], not Generac Power Systems, Inc.”

Generac’s National Promotion will not be extended; however, dealers can extend their own promotion for as long as they wish and pay for the extended dates. For example, if they would like to take advantage of Generac paying for the 10-year warranty between the National Promotion dates of October 13, 2025 – November 21, 2025, they will have to run two separate ads–

1. One starting October 13, 2025 – November 21, 2025 with the Generac disclaimer (Generac provides the warranty).
2. And one starting November 21, 2025 using their own disclaimer stating the dealer is providing the warranty and promo ends XX/XX/XX date (dealer pays for the warranty).