

SUSTAINABLE TRANSPORTATION

Whirlpool Corporation's SmartWay partnership and carrier management



Agenda

- Overview of Whirlpool Corporation
- Growth of the Integrated Supply Chain
- Approach to reducing fuel consumption
- Benefits of SmartWay partnership



KARA HEGG

Transportation
Manager

ABOUT WHIRLPOOL CORPORATION

Product & Brand Innovation



each
generate
over



in
annual
sales*



LEADING BRAND PORTFOLIO		
PREMIUM	KitchenAid	JENN-AIR
MASS	MAYTAG	Whirlpool BRASTEMP
	Bauknecht	Hotpoint Consul
VALUE	AMANA	INDESIT



* Whirlpool, KitchenAid, Embraco, Consul, Maytag, Hotpoint** and Indesit brands

** Whirlpool Corporation ownership of the Hotpoint brand in EMEA and Asia Pacific regions is not affiliated with the Hotpoint brand sold in the Americas.

*** KitchenAid small domestic appliances

INTEGRATED SUPPLY CHAIN

WHIRLPOOL CORPORATION INTEGRATED SUPPLY CHAIN



Our History

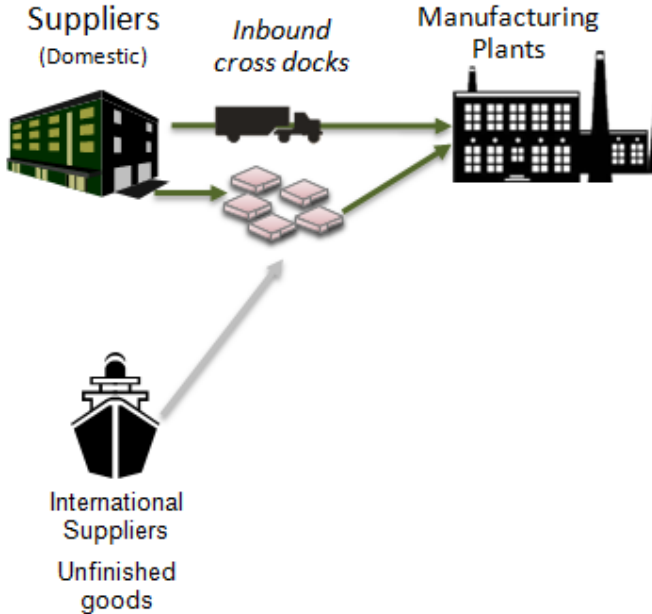
- 2004: Started with SmartWay
- 2006: Maytag acquisition - network overhaul
- 2007: SmartWay partner - with goal of moving 50% of volume on Smartway carriers
- 2011: Whirlpool combined its traditional supply chain functions and manufacturing operations to form the Integrated Supply Chain
- Today: Moving over 99% of our freight with SmartWay carriers



NORTH AMERICA: SUPPLY CHAIN NETWORK

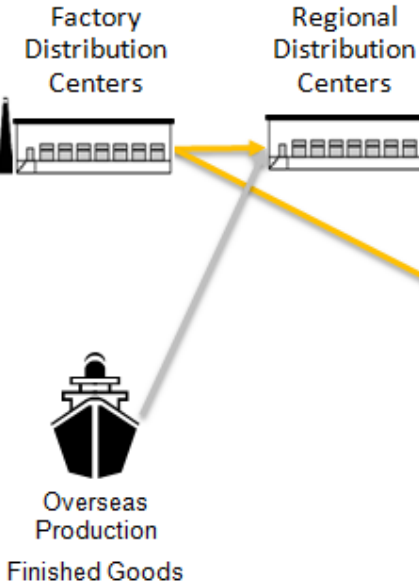
Inbound Network

240,000 Shipments
1.7 Billion lbs. moved



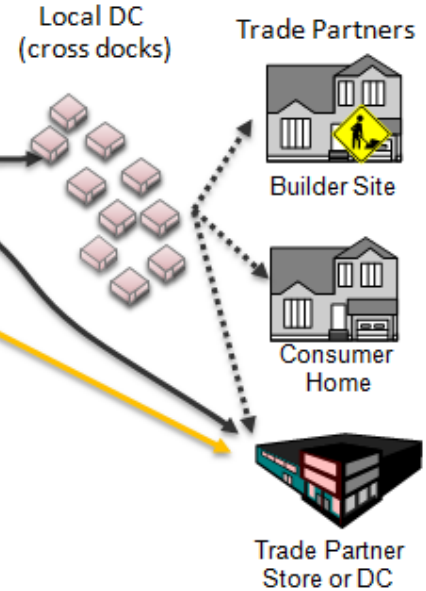
Corp. Transportation

140,000 Shipments
15.2 Million Units



Outbound Distribution

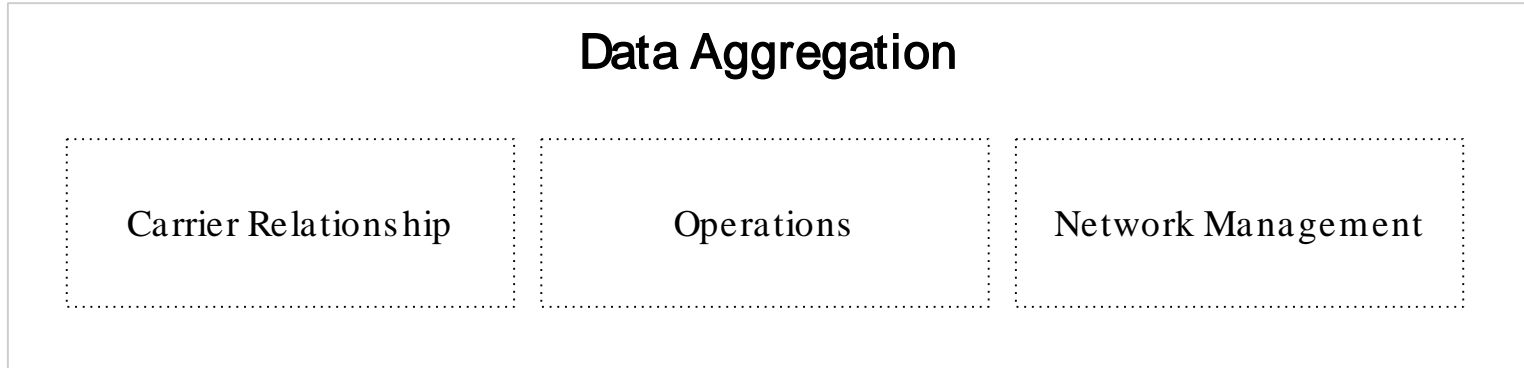
95,000 Shipments
6.3 Million Units



REDUCING FUEL CONSUMPTION

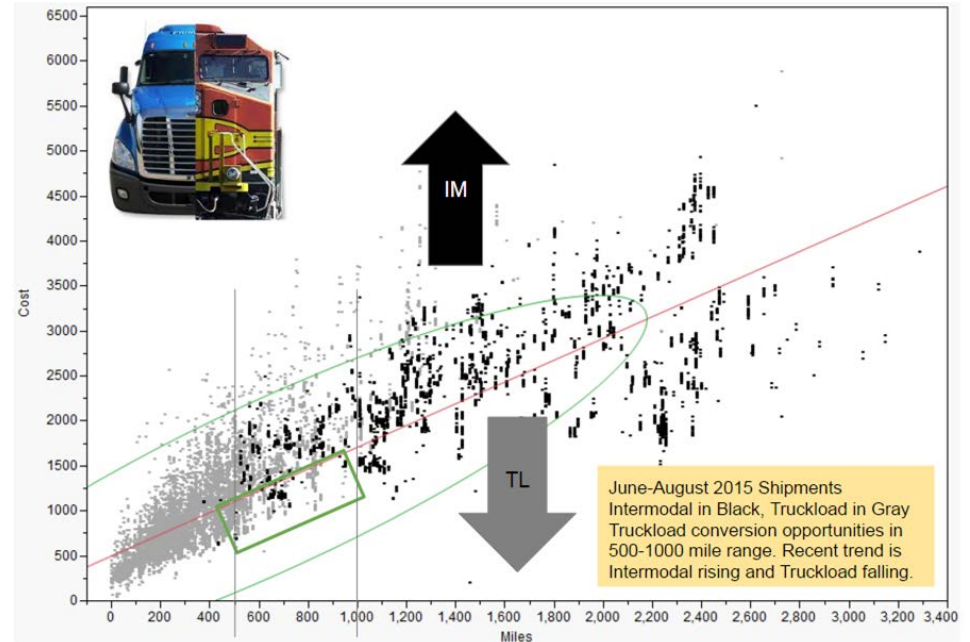
Whirlpool Corporation approach and Smartway partnership

CONTROL & REDUCE TRANSPORTATION CARBON EMISSION



CARRIER RELATIONSHIP

- RFI - New carriers must be SmartWay Partners
- Aggressive fuel program
- Mode conversion
- Regulatory changes



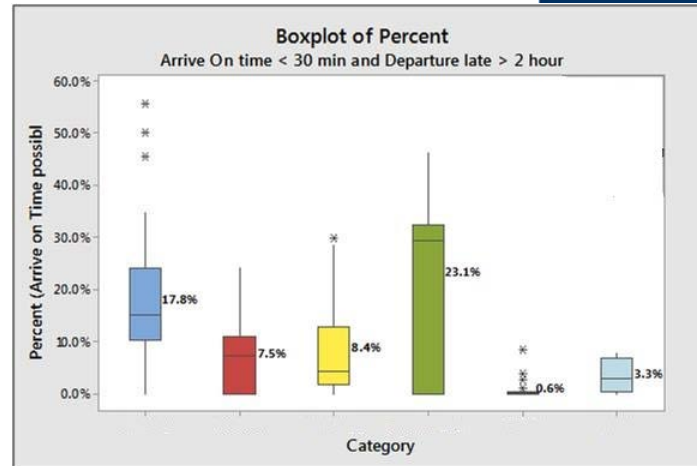
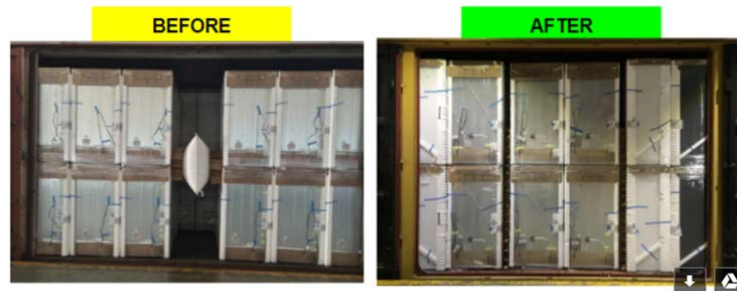
WAREHOUSING AND OPERATIONS

Physical Targets

- Loadability
- Packaging design
- KPIs set to drive trailer utilization

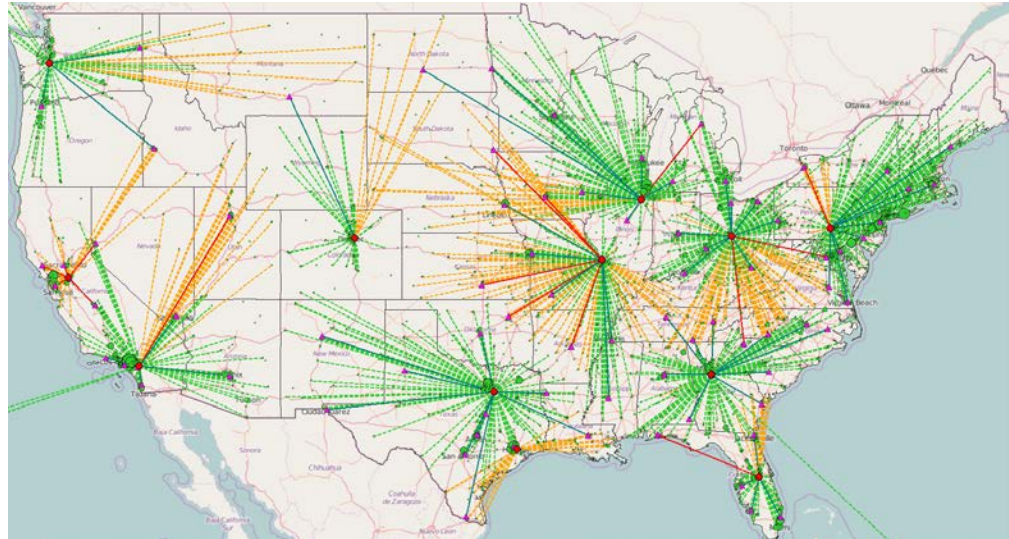
Operations Processes

- Drop & Hook
- Trailer turn time
- “Shipper of Choice” communication

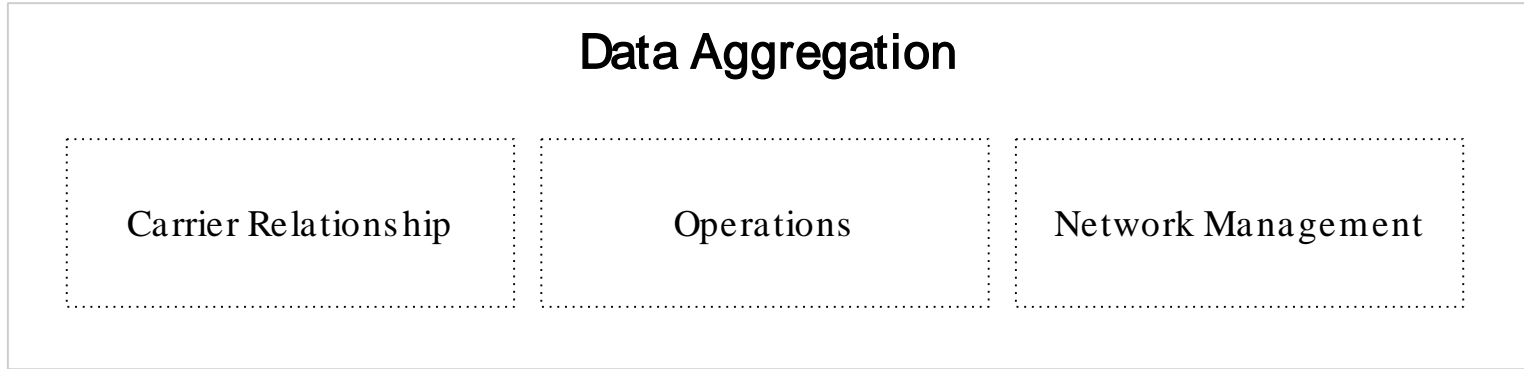


NETWORK MANAGEMENT

- Supply Chain Optimization
- Inventory Planning and Deployment
- Triangulating shipments
- Dedicated Fleet



CONTROL & REDUCE TRANSPORTATION CARBON EMISSION



SmartWay benefits:

- Common approach across carriers
- Measurable results - internally and carrier
- SmartWay collaboration beyond Whirlpool Corporation - Suppliers, Trade Partners, etc



Whirlpool CORPORATION

Whirlpool®

KitchenAid®

MAYTAG

INDESIT

Hotpoint*

Consul

BRASTEMP

AMANA®

JENN-AIR®

Bauknecht

acros®

DIQUA 帝度

every drop
ASIA

*Whirlpool Corporation ownership of the Hotpoint brand in EMEA and Asia Pacific regions is not affiliated with the Hotpoint brand sold in the Americas.

