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### **Carrier Named a Brand Leader in *Builder* Magazine's 2012 Brand Use Study**

Indianapolis, IN, Jan. 4, 2012 — Carrier was named a heating, ventilation and air conditioning (HVAC) "Brand Leader" in a recent survey conducted by Hanley Wood's [Builder](#) Magazine and Readex Research. [Carrier](#), the world's leader in high technology heating, air-conditioning and refrigeration solutions, is a part of UTC Climate, Controls & Security Systems, a unit of United Technologies Corp. (NYSE: UTX).

The 2012 Brand Use Study surveyed approximately 10,000 builders, builder-developers and general contractors who receive *Builder* Magazine on a regular basis. The purpose of the study was to profile the brands used by builders in more than 80 product categories, including HVAC equipment, bath fixtures, cabinetry, and a variety of other home building materials and supplies.

"We are very proud that builders and contractors believe in the Carrier brand and consistently choose Carrier products for installation in new and retrofitted homes," said David Meyers, vice president, Residential Systems, Carrier. "For more than 100 years, Carrier has been a brand people can trust to produce innovative HVAC technologies."



In addition to asking respondents their familiarity with, use of, and opinions about home building product brands, the study also focused on the importance of green building/ sustainable features in their brand selection decisions, and the number and average sale price of the residential units they built in 2011.

Carrier was designated the “Brand Leader” in three specific categories of the 2012 Brand Use Study: Brand Familiarity, Brands Used in the Past Two Years, and Brands Used the Most.

**ABOUT CARRIER:**

Carrier is the world’s leader in high technology heating, air-conditioning and refrigeration solutions. Carrier experts provide sustainable solutions, integrating energy-efficient products, building controls, and energy services for residential, commercial, retail, transport and foodservice customers. Founded by the inventor of modern air conditioning, Carrier improves the world around us through engineered innovation and environmental stewardship. Carrier is a part of UTC Climate, Controls & Security Systems, a unit of United Technologies Corp., a leading provider to the aerospace and building systems industries worldwide. Visit [www.carrier.com](http://www.carrier.com) for more information.

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