

**Response of
Interstate Power and Light Company
to
OFFICE OF CONSUMER ADVOCATE
Data Request No. 44**

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Information Requested By: Jennifer Easler
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Subject: Appliance Recycling – Trade Allies Incentives

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What is the incentive for trade allies to promote and support this program?

Response

Many Participating Dealers use the Appliance Recycling program as a sales tool. Dealers promote the prescriptive appliance rebate coupled with the recycling incentive to reduce the initial cost of the new appliance. There are also dealers who do not offer appliance delivery and/or pick up particularly for room air conditioners. These dealers are able to promote appliance recycling as a service to their customers.