

Panasonic

heating & cooling solutions

summer promotion - dealer pack

COOL DOWN AND CASH IN



COOL DOWN & CASH IN WITH PANASONIC

Concept:

Purchase a selected heat pump model from a participating installer this winter and receive up to \$500 to spend on Panasonic appliances.

Timing:

- Purchases valid from Mon 16th Feb 2026 - Tues 31st March 2026
- Redemption claim must be submitted by Thurs 30th April 2026
- Credit value must be used/spent by September 30th 2026

Promotional Models:

Credit is applied for each model purchased.

Limit to 2 models per transaction.

HEAT PUMP MODEL	CREDIT VALUE
CS/CU-Z20AKR	\$250.00
CS/CU-Z25AKR-1	\$250.00
CS/CU-Z35AKR	\$250.00
CS/CU-Z42AKR	\$375.00
CS/CU-Z50AKR	\$375.00
CS/CU-Z50AKR-1	\$375.00
CS/CU-Z60AKR-1	\$375.00
CS/CU-Z71AKR	\$375.00
CS/CU-280YKR	\$500.00
CS/CU-Z95AKR	\$500.00
CS/CU-Z25UFR	\$375.00
CS/CU-Z35UFR	\$375.00
CS/CU-Z50UFR	\$375.00

VIEW REDEMPTION PAGE [HERE](#)

Please note the redemption page will not be live (viewable) until the start of the promotion.

HOW IT WORKS

Redemption:

After the customer has paid in full, they complete a redemption form online at www.panasonic.co.nz/promotions. This is validated by Panasonic, and the customer is emailed instructions on how to access and spend their credit online at shop.panasonic.co.nz. Credit can be spent on any Panasonic product available for purchase (TV, Laundry, Kitchen, Audio etc) but excludes air con and the customer can choose to top up their purchase via credit card, afterpay or google pay.

NB: The pricing on shop.panasonic.co.nz for end users is closer to market value. It is not the friends & family pricing our dealers are offered.

Valid Purchases:

The intent of this promotion is to offer our dealers a value add for their customers and to leverage the wide range of products your customers can experience by choosing Panasonic for their air conditioning. Those eligible to claim the credit are the purchaser and intended user of the products. Purchases made by installers, retailers or dealers are not eligible.

CAMPAIGN ASSETS

What you will receive:

To support this promotion, you will receive the following:

Redemption card

A5 tear off pads to include with your quotes, to help drive the customer to complete their redemption.

A2 Posters Artwork

Print ready file for posters to include in showrooms.

Website Banners/Social Media Imagery

Selection of banners and imagery to include on your website or in social media. If any other specific sizes are required, please just contact your Territory Manager.

MEDIA / ADVERTISING

Above the line activity:

This promotion will be advertised through radio, billboards and digital advertising from February 16th to March 31st.

A5 TEAR OFF PADS



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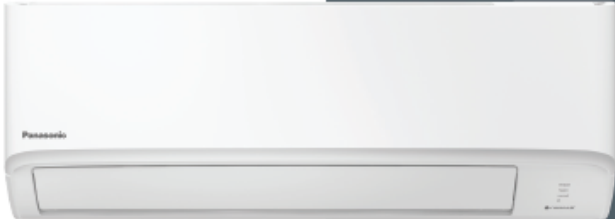
Panasonic
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Purchase a selected heat pump and receive up to \$500 to spend on Panasonic appliances*.

* Valid for purchases from 16 February 2026 – 31 March 2026. T&Cs apply.

Panasonic
heating & cooling solutions

Purchase one of the selected heat pump models below between 16/02/26 and 31/03/26 from a participating dealer/installer and receive the corresponding value in credit to be redeemed at the Panasonic Online Rewards Store.



Redemption claims are for the purchaser of the heat pumps only and valid for up to 2 units per address.

For full T&Cs and to redeem simply scan the QR code or visit www.panasonic.co.nz/promotions

Please have a photo of your product's serial number and receipt of purchase handy to upload.



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CS/CU-Z71AKR	\$375.00
CS/CU-Z80YKR	\$500.00
CS/CU-Z95AKR	\$500.00
CS/CU-Z25UFR	\$375.00
CS/CU-Z35UFR	\$375.00
CS/CU-Z50UFR	\$375.00

DEALER BANNER - EXAMPLES

All relevant banners will be available in your Filecamp folder - [HERE](#).

Examples of banner assets below.



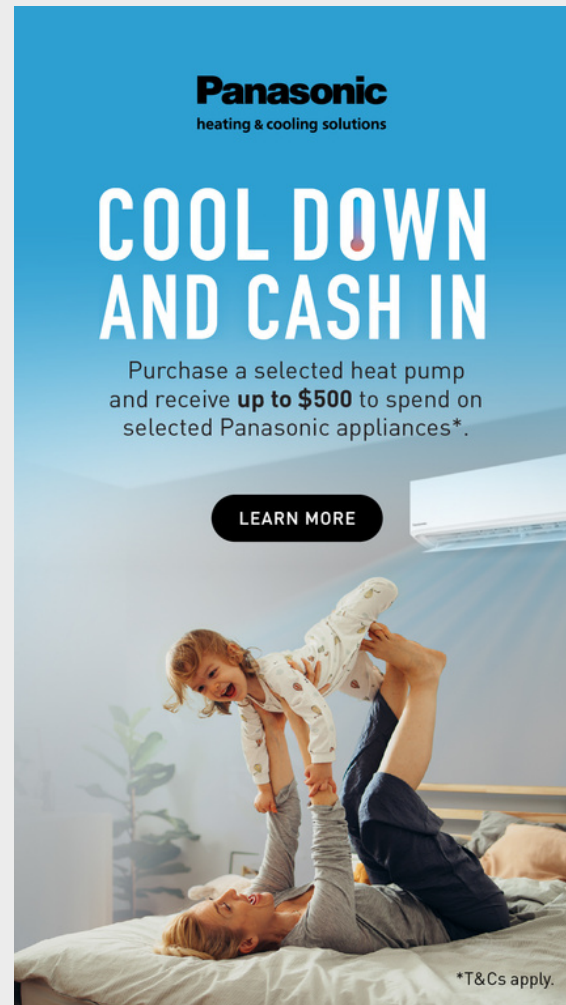
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COOL DOWN AND CASH IN

Purchase a selected heat pump and receive **up to \$500** to spend on selected Panasonic appliances*

[LEARN MORE](#)

*T&Cs apply.



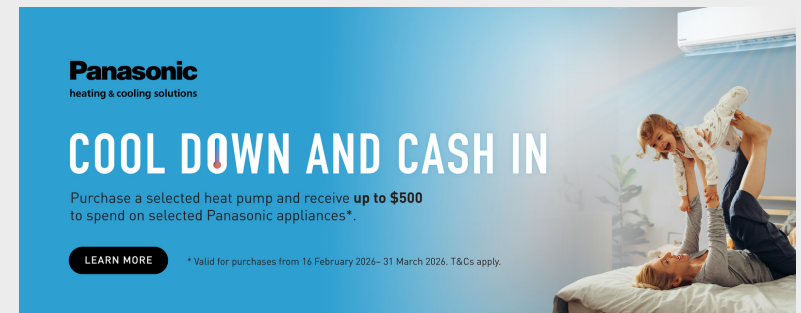
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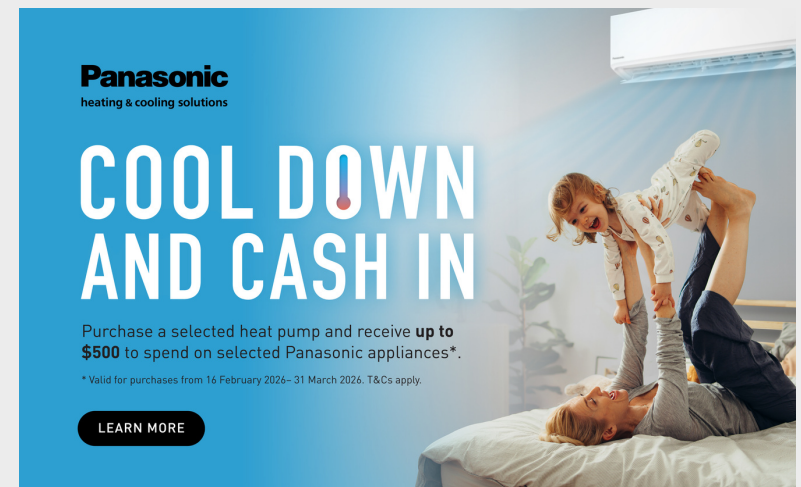
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[LEARN MORE](#)

TERMS & CONDITIONS

Full T&Cs will be made available online, but some important things to note:

Eligible Purchases

Customers who purchase and have paid in full for a valid Panasonic Air Conditioning model within the promotional period from a Panasonic NZ Account Holder are eligible for the promotion. Claims are limited to 2 eligible highwall/flooring units per installation address and customers must supply a copy of their invoice showing payment in full.

For Purchasers/Intended Users only

Purchases by the installer, retailer or dealer are not eligible for the promotion.

Credit

Credit can only be spent online to purchase Panasonic product at shop.panasonic.co.nz. Credit is applied to the total transaction including GST and freight costs applicable.

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**THANKS FOR YOUR
CONTINUED SUPPORT**

