

**Happy Wife/Happy Life: 2019 RISE Award Nomination for Micro-Air
EasyStart™ 364 AC Electronic Soft Start and RVX Show Roll-out of the
Double Down Extended Warranty for AC Units**

ALLENTOWN, New Jersey, January 15, 2019—The old saw is: happy wife, happy life. The EasyStart™ 364 makes for a comfortable RV for the whole family. Traveling in an RV with no AC can be stressful. The innovative EasyStart™ 364 makes for a comfy, non-humid and cool home for people on the move. For that reason, the EasyStart has been nominated for the RISE Aftermarket Product Award for 2019. RISE (“Recognizing Innovation & Supplier Excellence” Award) is designed to honor the best and most innovative new products marketed by RV industry component suppliers. Winners will be selected following review by a select industry panel based on innovation, functionality, customer acceptance, competitive impact, performance measures and other criteria. Winners will be announced during the 2019 RV Industry Awards ceremony at RVX: The RV Experience on March 14 in Salt Lake City, Utah.

Installed on your AC unit to reduce the power in-rush at start, the 364 is all about comfort and convenience, but its eco-friendliness is an added attraction. It saves on sizing of an RVer’s generator and therefore the cost (and quantity) of fossil fuels needed to operate it---and the cost to buy/acquire that smaller generator. Perfect for solar powered RVs, it even permits you to operate two 13,500 AC units on 30-amp power. More than just a starter, it also gently ramps the AC motor from temperature set point dormancy to running full bore. Comparatively, the AC unit without the product simply slams on. The 364 should extend a compressor’s life.

An RVX show price for the EasyStart™ will be available. But for the RVX Show, Micro-Air is rolling out its new “Double Down Extended Warranty”. Some RV owners worry that their installation of an EasyStart 364 might in some way void the manufacturer’s (2-year) warranty on their rooftop AC unit’s compressor motor. Legally, it shouldn’t. But you never know what a manufacturer might assert about an aftermarket part. Micro-Air is quite confident that its product cannot damage compressor motors or the AC Unit. A new \$25.00 Double Down Extended Warranty (offered free to our dealers) covers an AC unit’s compressor motor for the duration of the AC manufacturer’s warranty. Now the RV owner is covered even if the AC manufacturer refuses to cover the repair or replacement of the unit under warranty.

At Booth 1218 at the RVX Show March 12-14, 2019, Micro-Air representatives will be on hand to offer sales and technical information to show attendees at a special show price. The Salt Palace Convention Center in beautiful Salt Lake City, Utah offers the perfect venue for the first-ever RISE Award and the RVX Show. “With more than 238 Exhibitors and untold attendees, RVX provides a great opportunity to get our one of a kind soft starter in front of OEMs, contractors, engineers, manufacturers, facility operators and other industry personnel looking to discover the latest RV air conditioning products,” said Andy Spaziani, President of Micro-Air. “Even greater advancements are in the works to be released next year.”

For more information visit:

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