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## **Carrier Corp. Unveils New Sustainability Brand Identity**

FARMINGTON, Conn., March 23, 2010 – Carrier Corp. unveiled a new Carrier brand identity emphasizing its roots in environmental stewardship and ongoing commitment to the development of sustainable solutions. The new identity combines the elements of a stylized green leaf with the existing “turn to the experts” tag line. Carrier Corp. is a unit of United Technologies Corp. (NYSE: UTX).

The leaf represents the universal symbol for the environment, with a unique design created exclusively for Carrier. The new sustainability brand identity will be used globally in advertisements and marketing literature and on service vehicles.

“Carrier has been an environmental leader for decades, with a clear and consistent strategy,” said Carrier President Geraud Darnis. “The new brand identity represents our longstanding environmental commitment in our products, services and operations.”

Since 1994, Carrier has led the industry in the phase-out of ozone depleting refrigerants while introducing many of the world's most energy efficient heating, air conditioning and refrigeration systems. In 2007, the U.S. Environmental Protection Agency awarded Carrier with its “Best of the Best” Stratospheric Ozone Protection Award.



Carrier's energy efficiency building services have implemented more than \$2.5 billion in energy savings at more than 2000 sites, while its green building consulting services have helped the world's largest companies and organizations, including the Beijing Olympic Village, achieve LEED certification.

On the operations side, Carrier doubled sales but held factory energy use flat from 1997 through 2005. Since 2006, the company has met its commitment to reduce greenhouse gas emissions by 3 percent each year. In 2009, two Carrier factories joined only nine others in the world to earn the U.S. Green Building Council's LEED (Leadership in Energy Efficient Design) rating for existing buildings.

Carrier's environmental commitment extends into the global community, as it is the only company in the world to be a founding member of the U.S., India and China Green Building Councils.

A new marketing icon also has been introduced to graphically unite Carrier's sustainable products and services across brand segments and diverse product markets. This icon builds on the word "improve" using the same leaf element as the new logo. The word "improve" represents Carrier's belief in continuous improvement for products and services, improving people's lives through the indoor environment, and the company's culture of improvement that will not rest when it comes to the natural environment.

"Carrier's environmental strategy has been clear and consistent for years and now defines our brand identity," said John Mandyck, Carrier vice president for Sustainability & Environmental Strategies. "We are the first company in the HVACR



industry to directly incorporate sustainability into our brand, reinforcing our environmental leadership.”

**About Carrier Corp.**

Carrier Corp., headquartered in Farmington, Conn., is the world’s largest provider of heating, air-conditioning and refrigeration solutions, with operations in more than 170 countries. Carrier is part of United Technologies Corp., a Hartford, Connecticut-based provider of products and services to the aerospace and building systems industries worldwide. Visit [www.carrier.com](http://www.carrier.com) for more information.

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*Carrier Corp.’s new marketing icon.*



*Stylized green leaf added to logo.*