

Press release
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More than two years of additional warranty coverage: Miele reaffirms its commitment to product longevity and sustainability

- ▶ Free warranty extension by 125 weeks on anniversary models
- ▶ Activation of additional warranty via Miele app
- ▶ International anniversary promotion set to run until the end of September 2025

Gütersloh, February 14, 2024. – In the year that marks 125 years of the company, Miele is prolonging the warranty period on selected anniversary models by 125 weeks. With the purchase of one of around 50 special Miele models, customers are granted a guarantee period lasting almost four and a half years instead of the statutory 2 years. The international campaign started in Germany in February and will run until September 2025.

'Miele stands above all for quality, durability and sustainability', says Axel Kruse, Senior Vice President of Miele's Customer Service business unit. 'We are stressing these values by making our customers an offer that is unique in the marketplace', Kruse says. The extended guarantee period applies to all selected anniversary models named '125 Gala Edition'.

For the term of the extended guarantee period, customers do not incur any repair costs – with the exception of those brought on by their own fault. The extended warranty covers all labour costs and call-out charges as well as the cost of spare parts. Around 900 technicians from Miele or an authorized service partner are available in Germany and around 2,700 technicians worldwide for repairs under warranty. If a machine is beyond economic repair, customers have the rights to a comparable new product.

Activation of warranty extension via app

Those wishing to benefit from the extended warranty can activate their contract after the purchase conveniently using the [Miele app](#). The app can also be used at any time to call up the guarantee status. Furthermore, users always have full sight of their domestic appliances. They can, for instance, check up on the status of their oven from the convenience of a mobile device or, if their oven is equipped with a camera, follow cooking or baking in real time. Practical, too, are notifications when laundry or crockery are finished as this does away with



the unnecessary legwork. The app also informs the user of sustainability-related issues such as the energy and water consumption of dishwashing and laundry programmes.

Further anniversary campaign: Prolongation of optional extended warranty

For customers with a particularly pronounced need for security, Miele is offering a further attractive option for the anniversary: anyone wishing to extend their appliance warranty to a total of ten years will receive an additional five months' warranty. Repair cover would then be provided for a total of 125 months. In Germany, this offer for domestic appliances has been valid since January 2024 and ends in September 2025.

Further information on terms and conditions and special models: www.miele.de/125jahre

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Company profile: Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. Their product portfolio also includes dishwashers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications. Founded in 1899, the company has eight production plants in Germany, one each in Austria, the Czech Republic, China, Romania and Poland as well as two production plants belonging to its Italian medical technology subsidiary Steelco. Sales in the 2022 business year amounted to around € 5.43 bn. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries/regions. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 23,000, of which approx. 11,800 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There is one photograph with this text



Photo: With a 125-week additional warranty on selected anniversary models to mark 125 years of Miele, the company is reaffirming its commitment to product longevity and sustainability. Activation of the additional warranty is via the Miele app (Photo: Miele)

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