

New Miele entry-line oven models with spacious cabinet and user-friendly display

## **'Active' offers enhanced features at attractive prices**

**Gütersloh/Cologne, January 16, 2017 – Greater convenience, more elegance and better value for money: With its new 'Active' models, Miele is upgrading its entry-line ovens.**

The centrepiece of the new products is the large oven interior. With a volume of 76 l (predecessor 56 l), the oven interior on these models represent the largest on the market for conventional ovens. It features five rack levels and, like all Miele models, sports Miele's patented PerfectClean finish. This surface finish is characterised by its excellent non-stick properties which makes cleaning incredibly simple. Nine operating modes are available for preparing food.

The display has been upgraded: Operating modes and power settings are selected using rotary selectors; pushbuttons are available to operate the clock/timer, including programming (EasyControl). In combination with the stainless-steel CleanSteel (fingerprint-proof) fascia and the black glass door, Active units exude a contemporary, elegant feeling.

Despite these additional features, this entry-line oven offering excellent value for money will be available at a price of € 599; the starting price for a unit with pyrolytic cleaning is € 849, lower than ever before (in both cases RRP in Germany). 'Active units are an important and integral part of our value-added offensive which is expected to significantly increase both unit sales and market shares', says Ina Laukötter, Director Product Management Hobs and Hoods at Miele.

The Active model series is due to be launched in May 2017.

(250 words, 1,663 characters incl. spaces)

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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. This line-up is augmented by dishwashers, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional).

The Miele company, founded in 1899, has 8 production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. 2015/16 turnover amounted to approx. EUR 3.71 bn with sales outside Germany accounting for around 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. The Miele company, now in the fourth generation of family ownership, employs a workforce of around 19,000, 10,500 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

**There are four photographs with this text**

**Photo 1:** Miele is upgrading its entry-line range with its new 'Active' ovens. The display with the rotary selectors represent quality; the oven interior now boasts a volume of 76 l. (Photo: Miele)

**Photo 2:** The display on the new 'Active' ovens from Miele is tidy and elegant. Alongside rotary selectors and pushbuttons, a clock/timer is also included. (Photo: Miele)

**Photo 3:** Miele now offers a new 'Active' entry-line series of ovens (photo). On the built-under oven, the hob is operated via the rotary selectors on the oven's controls. (Photo: Miele)

**Photo 4:** The spacious interior of the new 'Active' ovens from Miele. The oven interior volume is 76 l and features five rack levels. (Photo: Miele)

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