

Well-appointed 45 cm wide dishwasher

Even better value for money now also on slimline dishwashers

Gütersloh/Berlin, August 30, 2017. – Around 40% more dishwashers sold within the space of three years: This is the interim balance of a model offensive focused on conventional 60 cm dishwashers. Now Miele is following suit with its 45 cm slimline models by adding high-end features or reducing prices whilst staying 'premium' throughout.

'More and more people are living in 1- or 2-person households and living space in towns and cities is both scarce and expensive', says Alexander Adam, Head of Dishwashing with Miele's Domestic Appliances business unit. This goes hand in hand with a rise in the need for compact dishwashers.

In order to add appeal to these models, Miele is now upgrading product features. The mid-range category, for example, will see the addition of AutoOpen drying. This feature, available exclusively from Miele, was highly commended by the leading German consumer watchdog Stiftung Warentest (StiWa) in its latest consumer report on dishwashers. With this feature on board, the dishwasher door opens automatically at the end of a cycle, allowing moisture-laden air to escape and making way for an influx of fresher, cooler air. The patent covering this drying process is associated with the protection of cabinetry by ensuring that no moisture settles on kitchen furniture. At the same time, the energy efficiency rating has been improved to A++. The starting price for freestanding/built-under models with both these features is now € 849 (RRP).

At price-entry level, Miele is presenting its new 'Active' campaign series, with a cutlery drawer and room for 9 place settings, at a new starting price of € 699 (RRP) for a freestanding/built-under unit. The fully integrated version is available for € 949 (RRP). Alexander Adam: 'With these new offerings, we anticipate a significant increase in the unit sales of our slimline dishwashers, coupled with increasing market shares.'

(317 words, 2,018 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 eight production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. 2016/17 turnover amounted to approx. EUR 3.93 bn with sales outside Germany accounting for 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 19,500, 10,900 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

There are two photographs with this text

Photo 1: Miele is upgrading its 45 cm wide slimline dishwashers, adding substantially to the appeal of this product category. (Photo: Miele)

Photo 2: The new Active promotional series features a cutlery tray and offers room for nine place settings. (Photo: Miele)

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