

Press release
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Strong, compact, agile: The new Boost CX1 – Miele’s smallest bagless vacuum cleaner

- ▶ Top cleaning performance with proven Vortex Technology
- ▶ Agility and tracking stability thanks to TrackDrive
- ▶ Commended with the Red Dot and the iF Product Design Award

Gütersloh, September 3, 2021. – With its new Boost CX1, the Gütersloh-based premium purveyor of domestic appliances has extended its bagless floorcare range to include a particularly compact, lightweight and agile model series. This vacuum cleaner convinces with its modern design, outstanding cleaning performance and high ease of use. The market launch is scheduled to begin immediately in Germany and Europe.

At first glance, it is the large wheels at the sides, enabling good tracking stability on this small unit, which set the new Boost CX1 apart from other vacuum cleaners. A 360° swivel castor with a steel axis and a smaller castor provide additional stability. Thanks to this combination (TrackDrive), the Boost is precisely maneuverable and retains its agility when turning around its own center of gravity. Particularly in tight spaces, this design prevents collisions with items of furniture. On staircases, the unit stands secure and cannot roll off to the side.

The compact design is mirrored by the strong performance of the Boost, which was voted 'Red Dot Winner 2021' by the jury of the well-respected Red Dot Product Design Award even before it was launched. The same applies to the equally coveted iF Product Design Award. No matter whether parquet, laminate or carpeting – thanks to tried-and-tested Vortex Technology, the powerful Boost CX1 excels on all types of flooring, ensuring that dust doesn't stand the least chance. The exceptionally efficient Mono-Cyclone Technology deployed on this model achieves air velocities of over 100 km/h to ensure that coarse dirt and fine dust is reliably whisked away. The filtration of the minutest particles is guaranteed by the Hygiene Air filter integrated on the entry-level model (filter frame made of 100 percent recycle). The HEPA AirClean filter featuring on Cat & Dog and Parquet models achieves dust retention of more than 99.95 percent*, thereby representing the ideal solution for persons allergic to house dust.

Thanks to an operating radius of 10 m, the Boost offers untold flexibility and freedom. Another practical feature: During breaks in vacuum cleaning, the suction pipe with the

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floorhead can be conveniently parked on the side of the unit. With a total weight of 7.75 kilograms, the Boost can be carried easily from one room to another. The dust container has a capacity of 1 liter and can be simply and hygienically emptied with just one click thanks to Click2open.

The Boost CX1 comes in six versions: The entry-level model is available in graphite grey, obsidian black and lotus white. The Parquet model in lotus white is particularly gentle on wooden floors. Pet lovers are bound to find the Boost CX1 Cat & Dog in obsidian black their product of choice. All models are tested to last 20 years and offer top Miele quality. The Miele Boost CX1 will be launched in September.

*according to EN 1822/2011

For more information about the Boost CX1 click [here](#).

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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, air purifiers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional). 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 2020 business year amounted to around € 4.5 bn (thereof 29.5% in Germany). 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 20,900, of which approx. 11,050 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are two photographs with this text



Photo 1: The Boost CX1 stands secure on staircases as TrackDrive reliably prevents it from rolling sideways. (Photo: Miele)

Photo 2: The Boost CX1 has received the Red Dot Product Design Award and the iF Product Design Award for its modern design.
(Photo: Miele)



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