

Press release
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Convenient features and maximum energy efficiency – new action appliances with first-class performance

- ▶ Attractive equipment with significant price advantages
- ▶ Energy efficiency class A minus 10 percent in the program for the first time*

Gütersloh/Berlin, July 5, 2023. – High spin speed, maximum energy efficiency or washing and drying in one appliance? Here, the needs and priorities of customers are often different, and so are the criteria that are decisive when buying a washing machine. With its diverse range, Miele therefore offers exactly the right model for every need. Three new appliances from the "Performance" promotional series are now further rounding off the range. Naturally, all models are available in the best energy efficiency class, tested for a 20-year lifespan and controllable via the Miele app. The appliances will go on sale in August. The promotion runs for six months.

The "EcoPerformance" model is characterized especially by its first-class energy efficiency. This is based on Miele's PowerWash washing process, which uses an additional circulation pump to repeatedly rinse the wash water back into the drum from above. In addition, a special drum rotation rhythm ensures that the laundry lies against the wall, thus forming a tunnel. Thanks to this combination, the detergent can penetrate the textiles faster and more consistently, while at the same time keeping running times short. Multiple short intermediate spins and re-spraying of the laundry with wash water (Spin&Spray) further reduces water consumption and thus also heating energy. Thanks to improved process technology, this appliance falls below the limits of energy efficiency class A by 10 percent* for the first time. And if you need to wash particularly quickly, up to four kilograms of laundry can be washed in just 49 minutes using the QuickPowerWash program option ("Washing effect A").

Attractive features for even more convenience

In contrast, the "SpinPerformance" washing machine model scores with a particularly high spin speed of 1,600 revolutions per minute - and this combined with other attractive features. On board, for example, is the unique TwinDos liquid detergent system, which automatically dispenses the right amount of detergent at the right time depending on the type of laundry. This can save up to 30 percent compared with manual dosing (confirmed by the Öko-Institut). Over- or under-dosing as well as fiddling with the detergent are thus a thing of the past - for maximum convenience and washing at the touch of a button. The appliance holds 8 kilograms of laundry and achieves energy efficiency class A. Compared with models from the

regular range, which include the combination of these two features, the price advantage of this model is equivalent to around 300 Euros (in each case according to the recommended retail price including delivery and installation).

Another part of the promotional range: the "SpinPerformance" washer-dryer, which can wash 8 kg of laundry and dry 5 kg, or wash and dry 5 kg of laundry in one go. This appliance also has a spin speed of 1,600 rpm. The price advantage over the regular range here for this equipment is even 420 Euros.

*according to the new EU energy label

Media contact

Laura Friedrich

Phone: +49 5241 89-1961

E-Mail: laura.friedrich@miele.com

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 23,300, of which approx. 11,900 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are three photographs with this text



Photo 1: Energy efficiency class A minus 10 percent for the first time - the "EcoPerformance" washing machine model saves more water and electricity than ever before. (Photo: Miele)



Photo 2: TwinDos, maximum spin speed and a 300 Euro price advantage over models from the regular range that include the combination of these two features - the "SpinPerformance" washing machine model is a promotional appliance in the range from August to the end of January. (Photo: Miele)



Photo 3: The "SpinPerformance" washer-dryer can wash 8 kg and dry 5 kg of laundry - now customers receive a 420 Euro price advantage over the regular range for this equipment. (Photo: Miele)

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