

Press release  
No. 015/2024

## 125 years of Miele: Attractive promotional models in anniversary year

- ▶ 125 Edition: Price discounts on top-specced models
- ▶ 125 Gala Edition: 125-week extended warranty on top
- ▶ Built-in kitchen appliances in matt black design

**Gütersloh, February 14, 2024. – An enduring pledge – The Miele family company has stood for quality and sustainability since 1899. The premium manufacturer is now celebrating its birthday with a wealth of attractive promotional models across all product groups as well as a free 125-week extended warranty. This applies to all 125 Gala Edition models which include built-in kitchen appliances in a new obsidian black matt design. The campaign is scheduled to run from February.**

Miele will celebrate its 125th. birthday together with its customers by launching more than 80 anniversary models across all product groups – in two different promotional ranges. The **125 Edition** comprises models with attractive feature sets either at a discount and/or with free accessories. The benefits of dishwashers from this edition include for example a price discount of € 50\* as well as an additional voucher for a care set. All models are also connectivity-enabled and feature the patented AutoDos with PowerDisk dispensing system. A further example are the promotional oven models: They feature the AirFry operating mode and include the perforated Gourmet baking and AirFry tray as well as a voucher for a grilling and roasting insert as a free accessory.

The anniversary models from the **125 Gala Edition** also offer considerable benefits in terms of features and accessories. One highlight is the WCI 890 WPS 125 Gala Edition washing machine to be introduced in March at a price of € 1,679\*\*. It has a maximum load capacity of 9 kg, a spin speed of 1600 rpm and the top A energy efficiency class. Furthermore, this model features the TwinDos liquid dispensing system and highly efficient PowerWash technology. SteamCare is an extra on top: This function is ideal for smoothing and freshening up laundry items to rid them of odours and was previously the preserve of flagship models.



## More than 4 years of guarantee coverage in Germany

Across all products, an exclusive 125-week extended warranty applies to all **125 Gala Edition** models. This applies in addition to the statutory 2-year guarantee. Hence, in total, guarantee cover on these anniversary models amounts to the 2-year guarantee plus an additional 125 weeks. This is on the condition that the extension is activated via the Miele app during the promotional period.

In the built-in kitchen appliance sector, the promotion includes ArtLine models in a noble obsidian black matt, first introduced last year. The portfolio comprises ovens, combination steam ovens (for 45 cm and 60 cm niches) and compact microwave combination ovens which sport full flush glass fronts with integrated displays. In line with the design of the new built-in appliances, Miele is now to present induction hobs with a new matt ceramic glass surface. These models are further complemented by built-in coffee machines, hob units, a warmer and vacuum drawers, a cooker hood, a wine unit as well as front panels for dishwashers with Knock2open technology – all handleless versions from the current Miele range. Further information is provided by [Press release No. 013/2024](#).

## Optional extended warranty bringing guarantee cover to a total of 125 months

The anniversary campaign illustrates that Miele is focussing in its 125th. year of existence on quality and sustainability like no other company in its branch of industry. This is the background to a very special offer from Miele Service: Alongside the free extended warranty for 125 Gala Edition models, Miele is also set to upgrade its existing optional extended warranty. Customers opting for a total of 10-year extended warranty will be given an additional five months of cover free of charge. This extends total insurance against repair costs to 125 months. In Germany, this offer covering domestic appliances has been valid since January 2024 and is due to end in September 2025. Further information is provided by [Press release No. 014/2024](#).

Further information on anniversary models and promotional terms and conditions are provided here: [www.miele.de/125jahre](http://www.miele.de/125jahre)

\*Applies to recommended service price. Including free delivery to place of use, removal and disposal of old appliance is free of charge.

\*\*Recommended service price.

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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 are three photographs with this text



**Photo 1:** In its 2024 anniversary year, Miele is presenting special models in all product areas at exclusive campaign discounts. (Photo: Miele)



**Photo 2:** All 125 Gala Edition models offer a free 125-week extended warranty on top of the 2-year statutory guarantee. One highlight is the WCI 890 WPS 125 Gala Edition washing machine. (Photo: Miele)



**Photo 3:** Miele's 125 Gala Edition also includes the ArtLine series of built-in kitchen appliances in a noble obsidian black matt (Photo: Miele)

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