

Press release
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Miele sets new standards in laundry care: product range offensive for spring 2025

- ▶ A comprehensive upgrade of the laundry care range with even better performance, convenience and efficiency – all at attractive prices
- ▶ ‘EnergyHero’: the most economical washing machine in the Miele range with innovative features

Gütersloh, March 27, 2025 – From April 2025, Miele will be launching a comprehensive revamp of its laundry care range and further upgrading its programme in terms of convenience, efficiency and performance. At the same time, the Gütersloh-based household appliance manufacturer is significantly lowering its prices for popular equipment and features, some of which are up to 420 euros below the previous price structure. Sustainability highlight in the new programme: the EnergyHero model undercuts the threshold for the top energy efficiency class A by 40 percent, making it the most energy-efficient washing machine from Miele.

Proven Miele quality will be even more attractive from this spring on: the washing machines will be available in Germany from April, starting at an entry-level price of 859 euros*. For greater flexibility in everyday use, the standard load capacity has also been increased from 7 kg to 8 kg. The improved energy efficiency is also worth highlighting: in future, all entry-level models will be an additional 10 percent more economical than the limit value for energy efficiency class A (instead of the previous A).

In addition to the sustainability aspect, the revamped laundry care range offers customers the benefit of proven technologies that have previously only been available at higher prices. These include the innovative PowerWash washing process – for optimum cleaning results in just 49 minutes with minimum consumption – and the TwinDos automatic dosing system, which reduces detergent use by as much as 30 percent* thanks to precise dosing for every wash. In future, the combination of these highlights will be around 420 euros less than the previous range, making it more affordable than ever before.

EnergyHero is the most economical appliance in the Miele range

A real highlight of the revamped range is the **WWE 380 WPS EnergyHero** model. The new model is the most energy-efficient appliance in the Miele product range – 40 percent more

economical than the limit value for energy efficiency class A and equipped with a load capacity of 8 kg and PowerWash. Also included is the SteamCare feature, which can be selected to freshen up or smooth textiles with steam when clothes have been worn for just a short time and washing isn't required. "With the new model, we are underlining our claim to offer sustainable and resource-saving solutions for our customers – while at the same time providing them with innovative Miele features," says Michael Endt, Category Management Laundry Care at Miele Germany.

Greater efficiency and higher load capacities for dryers

"We are also significantly enhancing our range of dryers while keeping prices unchanged," continues Endt. Even Miele's entry-level appliances will be classified in the highest energy efficiency class A+++ (instead of the previous A++), once again emphasising Miele's pioneering role in sustainability. In addition, all models are now designed with a load capacity of 8 kg (instead of the previous 7 kg). The SilenceDrum, with a load capacity of 9 kg, provides additional convenience. This is especially quiet thanks to its special design. The dampening strips attached to the drum reduce noise that can be caused by buttons or zips. This means the dryer can be operated close to living areas without causing a disturbance.

Of course, the new models in the range preserve Miele's proven quality standing. In order to test a service life of 20 years of everyday use, demanding load and endurance tests are carried out with 5,000 programme runs, based on five laundry loads a week over 50 weeks a year.

*Non-binding service price recommendation (UVSP). Including free delivery.

**Compared to manual dosing.

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About Miele: For more than 125 years, Miele has lived up to its brand promise of "Immer Besser" in terms of quality, innovation and timeless elegance. Founded in 1899, the globally active company for premium domestic appliances inspires customers with pioneering solutions for the connected home. In addition, Miele offers appliances, systems and services for commercial use, such as in hotels or care facilities as well as in medical technology. With its durable and energy-saving appliances, Miele helps its customers make their daily lives as sustainable as possible. The company is owned by the two founding families, Miele and Zinkann. In the 2024 business year, Miele generated a turnover of 5.04 billion Euros with approximately 23,500 employees. Its global

network comprises 19 production plants and around 50 service and sales subsidiaries (as of February 2025). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

There are four photographs with this text



Photo 1: The EnergyHero is the most energy-efficient appliance in the Miele product range – 40 percent more economical than the limit value for energy efficiency class A and equipped with convenient features. (Photo: Miele)



Photo 2: The EnergyHero is the most energy-efficient appliance in the Miele product range – 40 percent more economical than the limit value for energy efficiency class A and equipped with convenient features. (Photo: Miele)



Photo 3: From April 2025, Miele will be launching a comprehensive revamp of its laundry care range and further upgrading its programme in terms of convenience, efficiency and performance. At the same time, the Gütersloh-based domestic appliance manufacturer is significantly lowering its prices for popular equipment and features, some of which are up to 420 euros lower than in the previous price structure. (Photo: Miele)



Photo 4: Miele is also significantly upgrading its range of dryers – at unchanged prices. In future even the entry-level appliances will be classified in the highest energy efficiency class A+++ (instead of the previous A++), once again underlining Miele's pioneering role in sustainability. (Photo: Miele)

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