

Press release
No. 065/2026

Fewer decisions, less to think about: Miele points the way to the end of housework at IFA 2026

- ▶ World premiere of the G8 Diamond: new top-of-the-range model takes the thinking out of dishwashing
- ▶ Miele knows how it's done: the AI-based CulinaryCoach* in the Miele App* combines recipe and appliance expertise to get the settings right in your Miele oven
- ▶ 127 years of expertise: the new W2/T2 generation adds convenience, and a vision of the future points towards washing at the touch of a button

Gütersloh/Berlin, September 2, 2026 – Under the motto “The end of housework is in sight”, Miele will present at IFA 2026 how intelligent technology will make everyday life even easier. The focus is on solutions that not only take over work and individual tasks, but increasingly relieve users of unpleasant decisions. This creates more room for the things that really matter. Product highlights include the world premiere of the G8 Diamond, the top-of-the-range model in the new dishwasher generation. In addition, there is the AI-based CulinaryCoach in the Miele App, the expansion of the W2/T2 laundry care generation, and the concept study “Cary” on the future of washing.

For 127 years, Miele has pursued the goal of making people's lives better and taking the work out of housework, step by step. What once began with the mechanisation of physically demanding tasks has evolved through automatic programmes and dispensing systems to appliances that can now recognise situations and respond to them. For Miele, intelligent technology thus marks the next step in development: the technology in the background becomes more powerful, while at the same time it becomes easier for people to use.

“Our customers shouldn't have to be experts in programmes or functions. The expertise has to sit in the appliance,” says Dr. Reinhard Zinkann, Executive Director and Co-Proprietor of Miele. “The more decisions technology takes off our hands, the more important trust in the result becomes. Real relief comes when technology takes over the tasks and decisions we'd rather not deal with in everyday life. That's exactly what we mean when we say: the end of housework is in sight.”

From a recipe to clean dishes: more time for the finer things in life

In the kitchen, there are many moments that demand attention – from preparing the food to the moment the last dish is clean and back in the cupboard. Today, when it comes to cooking, the problem isn't a lack of information, but often a lack of guidance. Recipes can be found on social media, in food blogs or even in a WhatsApp group. Differing recommendations regarding operating mode, temperature and cooking time make the decision even harder. This is where the CulinaryCoach in the Miele App comes in: the cooking assistant based on artificial intelligence combines Miele recipe and appliance knowledge, answers questions about preparation and can transfer suitable settings directly to the oven. This way, familiar dishes as well as new ones – from family recipes to dishes from the last holiday – are a success. [Press release No. 048/2026](#)

The meal was a success, friends or family are still sitting at the table – but at some point, your eye drifts to the dishes. And this raises a few questions: is the appliance already full enough? Which wash cycle is suitable for the load? Will I still remember to start it later? The G8 Diamond takes these decisions off your hands. The top-of-the-range model in the new dishwasher generation uses an integrated camera to detect how full it is and what types of dishes are inside, and adjusts the wash cycle accordingly. The correct amount of detergent is automatically dispensed, and a newly developed hot-air drying system ensures reliably dry dishes, even plastic ones. Personal settings and preferences can be set via the Miele App – for example, that the G8 only starts when loaded to 80 percent and not before 10 pm. That's one less thing to remember, and you don't have to reach for the tea towel after washing up. Load it, close the door – the dishwasher does the rest. This intelligent combination of technologies is unique anywhere in the world. [Press release No. 064/2026](#)

“Technology shouldn't make extra demands on us in everyday life; it should give us back time and attention for other things,” says Dr. Markus Miele, Executive Director and Co-Proprietor of Miele. “With the CulinaryCoach and the G8 Diamond, we show two different ways to achieve this: providing guidance during cooking and taking over tasks and decisions after the meal.”

From the right programme to a simple button press

The many small questions of everyday life don't stop in the kitchen. Even when washing clothes, questions repeatedly arise about the right programme, the appropriate detergent, or which clothes can go in the tumble dryer. Following the introduction of the top-of-the-range W2/T2 Nova Edition models at the beginning of last year, Miele is completing its new generation of laundry care products at this year's IFA – with further appliance classes and a

uniform design language. Convenience features of the top-of-the-range models will also be available in other appliances in the future. They help to adapt the wash cycle to the specific laundry and load size, to dispense detergent automatically, to reduce uncertainty during drying, and to be as gentle as possible on fabrics, so that customers can enjoy their favourite clothes for longer. This means users have to worry about fewer settings and decisions related to laundry. [Press release No. 062/2026](#)

How far this idea can go is demonstrated by the concept study Cary on the future of washing by Miele. Modern washing machines offer more than a million possible combinations of settings, including programmes, temperatures, spin speeds, extras and detergents. Miele's vision reverses the logic to the customer's advantage: people shouldn't have to understand the washing machine – the washing machine should understand the laundry. Intelligent sensors and AI recognise textile types and colours and adjust the programme and detergent dosage accordingly. The advantage: fewer decisions and laundry care that becomes so simple it no longer requires expert knowledge. Behind this lies 127 years of Miele expertise, distilled into one simple sequence: Load the laundry. Press start. Done. [Press release No. 063/2026](#)

"Intelligence can be programmed. Trust has to be earned," says Dr. Axel Kniehl, Executive Director Marketing & Sales at Miele. "AI is increasingly becoming the standard. The crucial question, therefore, is whether people will entrust their laundry to the technology; here, quality, reliability and 127 years of experience make the difference – all bundled at the touch of a button. This creates more time for the truly important things in everyday life and in the current times of mental overload."

*Additional digital offering from Miele & Cie. KG. The range of functions may vary depending on the model and country. Acceptance of the Terms and Conditions and Privacy Policy for Miele digital products and services in the Miele App required. Miele reserves the right to change or discontinue the digital offer at any time.

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About Miele: Since 1899, Miele has lived up to its brand promise “Immer Besser” in terms of quality, innovation, and timeless elegance. The globally active company for premium domestic appliances delights 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 2025 business year, Miele generated a turnover of 5.16 billion Euros with approximately 23,000 employees. Its global network comprises 19 production plants and 49 service and sales subsidiaries (as of March 2026). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

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Photo 1: Dr. Markus Miele (left), Dr. Reinhard Zinkann (Executive Directors and Co-Proprietors) and Dr. Axel Kniehl (Executive Director Marketing & Sales) present the new products at the IFA press conference. Among the highlights: with the G8 Diamond, the top-of-the-range model in the new G8 generation of appliances, Miele presents a dishwasher that recognises its load and adjusts the wash cycle accordingly. (Photo: Miele)



Photo 2: Dr. Axel Kniehl (left, Executive Director Marketing & Sales), Dr. Markus Miele, and Dr. Reinhard Zinkann (Executive Directors and Co-Proprietors) present the new products at the IFA press conference. Another highlight: With its concept study Cary, Miele demonstrates how laundry care could become even easier in the future. Intelligent sensors and AI detect what's in the drum and adjust the wash cycle and detergent dosage accordingly. (Photo: Miele)



Photo 3: Load the dishwasher, close the door, and hand over the task: the G8 Diamond recognises the load, adjusts the wash cycle accordingly, dispenses the detergent automatically and ensures reliably clean and dry dishes – even plastic ones. That's fewer decisions to worry about when it comes to the washing-up. (Photo: Miele)



Photo 4: AutoVision detects the load: using image processing and AI-based recognition models, the integrated camera detects the load level and different types of dishes. The G8 Diamond adapts the wash cycle accordingly and automatically activates suitable programme extras. (Photo: Miele)



Photo 5: Whether it's a viral recipe from the internet or a family classic: the CulinaryCoach in the Miele App translates cooking ideas into suitable appliance settings and guides you through the preparation step by step. (Photo: Miele)



Photo 6: Greater convenience and a new design: with the Platinum, Gold and Silver appliance classes, Miele completes its new W2/T2 laundry care generation at IFA. (Photo: Miele)



Photo 7: Load the laundry. Press start. Done: with its concept study Cary, Miele shows how laundry care could become even easier in the future. Intelligent sensors and AI detect what is in the drum and adjust the wash cycle and dosage accordingly. (Photo: Miele)

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