



For Immediate Release:

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Miele Is Set To Revolutionize Laundry Care With New Washing Machines And Dryers

Best wash performance thanks to TwinDos, CapDosing and QuickInstenseWash

New Miele dryers now exclusively with heat-pump technology

Princeton, NJ – Miele, the largest family-owned luxury appliance manufacturer, is proud to present washing machines and tumble dryers at the Kitchen and Bath Industry Show (KBIS), which will set new standards with respect to cleaning performance, gentle fabric care and user convenience. On washing machines, the ground-breaking world exclusive feature is a process to ensure improved circulation and drenching. This will be joined by automatic on-board two-phase dispensing systems, which, likewise, are only available from Miele. All dryers will feature Miele's ventless, heat-pump technology that perfectly and gently dries large loads with incredible efficiency.

“While the consumer perception thinks bigger is better. The new W1 and T1 units are fully equipped to care for all the laundry of the average household,” said Dirk Sappok, Director of Product Development, Miele, Inc. “These units are our right-sized everything and anywhere products that are easy to use, perform and care for every type of textile, energy efficient and sized for any configuration or location.”

W1 features the first and Miele exclusive two-phase automatic detergent dispensing system, called TwinDos, used in most wash cycles. This feature operates in two stages with the UltraPhase1 removing soiling while the UltraPhase2 rids fabrics of stains. Each phase dispenses the proper amount of liquid based on load size, type of fabric and programmed level of soiling and staining. Using the two phases, TwinDos is able to keep colors from fading while keeping white clothes bright and crisp.

Another industry first is CapDos, a one-time use capsule that adds special fabric care detergent to certain garments. For garments and fabrics needing special care, Miele has developed five

capsules including sport, outdoor, down, wool, and silk. Each specially formulated Cap has a matching wash program, taking all guesswork out of washing even your most delicate items.

Additionally, using the Miele developed 'spin and spray' technology, the new QuickIntensWash program proves that a regular load of laundry can be washed in under 60 minutes with perfect results.

The Miele T1 dryer is a ventless dryer using innovative and efficient heat-pump technology. T1 dryers boast new features including SteamFinish, a mode that adds steam, which prepares the fabric for ironing, and depending on the type of fabric, may even eliminate the need to iron altogether.

The exclusive FrangranceDos feature lends a pleasantly fresh fragrance to laundry (lasting up to 4 weeks) and is available in 'Aqua,' 'Cocoon,' and 'Nature.' The T1 also includes PerfectDry, which detects the amount of moisture in the drum to ensure proper drying.

For more flexibility, all detergents will be available through authorized Miele dealers. Additionally, the W1 and T1 is linked to the Miele@mobile app, allowing the user to monitor their laundry system and alerts them when TwinDos cartridges need to be replaced, all through the convenience of their mobile phone.

Miele has made no concessions whatsoever when it comes to its own proverbial quality standards. Like all Miele home appliances, the washing machines and tumble dryers from the new W1 and T1 series are designed and tested to last 20 years. This is achieved by selecting well-built componentry, which only Miele uses, for example a high-grade stainless steel outer drum, cast-iron counterweights and an enameled front panel. The Miele T1 ventless dryers prove that high efficiency and drying speed are not mutually exclusive. Heat-pump technology helps the T1 achieve Energy Star's Most Efficient criteria with drying times in line with more traditional technologies.

The new W1 and T1 model series are due to be launched in April 2018.

Visit the Miele Gallery of Senses, located at W157 or visit MieleUSA.com for more information.

About Miele

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele has dynamically grown to become the world's largest family-owned and operated appliance company with more than 16,600 employees, 12 production facilities and

representation in nearly 100 countries. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; ranges; built-in convection, speed, steam and combi-steam ovens; cooktops; ventilation hoods; refrigeration; wine storage and espresso/coffee systems.

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