



For Immediate Release:

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Miele Celebrates 50 Millionth Vacuum with Limited Edition Series

The exclusive collection features vacuums with state-of-the-art technology for optimal usage

Princeton, NJ – To commemorate producing its 50 millionth vacuum cleaner, Miele USA is offering a Limited Edition vacuum series to be sold online and in retailers across the country. The series will include the Complete C2 Limited Edition, Complete C3 Limited Edition and the Dynamic U1 Limited Edition. With a starting price of \$399.00, the Limited Edition series brings the conveniences of the Complete floor care model at a new price point.

The Complete C2 and Complete C3 Limited Edition are the two canister models available and offer many of the same features including the exclusive AirClean Sealed System™, Miele-made Vortex Motor™ for low-noise and accessories that are stored conveniently inside of the vacuum. The Complete C3 Limited Edition offers added comfort with an additional 3 feet in cleaning radius, foot pedals to control suction, OneTouch Cord Rewind and a lighter weight construction.

The upright selection includes the Dynamic U1 Limited Edition and offers edge-to-edge performance. The unit features Miele's patented SwivelNeck™ technology for extreme maneuverability, automatic carpet height adjustment and the same exclusive AirClean Sealed System™ and Miele-made Vortex Motor™ that can be found in the canister models. The Dynamic U1 Limited Edition also features a 12-foot integrated flexible hose and lightweight, telescopic aluminum wand for easy cleaning of difficult to reach areas. A notable addition is the EasyLock Extension wand which allows the user to add a floor brush for hardwood floors and extra reach for above the floor cleaning.

All models are projected to be available through the end of the year. For more information or to purchase, please visit www.mielestore.com/ or click here to locate the Miele dealer closest to you.

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.

To learn more, visit www.mieleusa.com, www.facebook.com/mieleus, www.youtube.com/mieleus and follow us @MieleUSA.

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