



For Immediate Release:

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Miele Commemorates Grand Opening of Coral Gables Experience Center

Princeton, New Jersey, February 25, 2016 -- Miele, the world's largest family owned and operated appliance manufacturer, marked the official Grand Opening of its Coral Gables Experience Center with a VIP Ribbon Cutting and Cocktail Reception on February 24, 2016. Located in the downtown commercial district of Coral Gables, the center is Miele's first Experience Center in South Florida, and second in the state of Florida, accompanying the Miele Experience Center in Boca Raton.

Dr. Markus Miele and Dr. Reinhard Zinkann, fourth generation owners of Miele & Cie, and President of Miele USA, Nick Ord, were present at the exclusive ribbon-cutting ceremony which welcomed more than 200 designers, builders, developers, dealers and press. The new center will allow Miele to better serve the diverse clientele in South Florida as a resource for local dealers, designers and customers.

"After having a strong presence in Boca Raton for over 15 years, we see the need for additional support of the South Florida region," said President of Miele USA, Nick Ord. "Miele Experience Centers are envisioned to grant consumers and design professionals with an interactive opportunity to understand our products before purchase and the new Coral Gables Experience Center further expands on that mission. We are delighted to fulfill the growing demand for "Forever Better" luxury living in South Florida."

"Coral Gables is a great place for Miele to be, it is very international with people of over 120 nationalities residing here as well as several major real estate projects," said Coral Gables Mayor Jim Cason. "The new Miele Experience Center couldn't be in a better location."

The 4,766 sq. ft experience center encompasses a sophisticated, innovative and luxurious design highlighted by a fully functioning kitchen, including the revolutionary Miele Range series.

Also included in the live kitchen are Miele's Generation 6000 built-in appliances, everything from convection ovens, steam ovens, combination-steam ovens, microwaves, warming drawers and coffee systems. Showcased throughout the space are Miele's dishwashers, refrigeration, wine storage, ventilation, laundry, and floor care, all seamlessly complementing one another in performance, innovation, operation and design.

Customers will be able to partake in a variety of specialty classes and events incorporating Miele's latest appliances at the Experience Center. The space offers customers the chance to experience the Miele brand before putting it in their own homes. The showroom is also an educational resource where a knowledgeable sales team and staff are ready to educate and demonstrate each life-inspired use and advantage that Miele appliances can offer to designers, architects and new clients alike.

Miele Experience Centers are currently open in Beverly Hills, San Francisco, Dallas, Wellesley, New York, Princeton, Chicago, Washington D.C., Boca Raton, Scottsdale and Seattle. Please visit www.mieleusa.com to view schedules of classes and events.

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 17,700 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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