



For Immediate Release:

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Miele Announces New Additions to the Floor Care Category

Four new models offer a variety of features to meet every cleaning need

Princeton, NJ – Miele, the largest global family-owned luxury appliance manufacturer, is proud to announce the latest additions to its Floor Care line of canister vacuums. With four new offerings, Miele continues to deliver customized solutions to satisfy all vacuuming needs.

All of the new canister vacuums offer Miele exclusive features including the 1,200-watt Miele-Made Vortex Motor™, which keeps noise to a minimum, and the Miele AirClean System™, which keeps 99.9% of fine dust filtered. Other notable standard features include the 6-setting suction control via rotary dial and the VarioClip™ that keeps the Dusting Brush, Upholstery Tool and Crevice Nozzle organized and close at hand.

“At Miele, we realize there is no one size fits all model when it comes to vacuums,” said Dirk Sappok, Director of Product Development at Miele USA. “By expanding our product offering in this space, we are making it easier for our customers to find a model that best fits their needs and provides superior cleaning performance.”

Compact C2 Electro+

The [Compact C2 Electro+](#) has the widest cleaning radius of all of the new products with an impressive 33 ft. This vacuum’s standard offerings include an allergen capturing HEPA AirClean Filter, AirClean FilterBag™ and One-Touch Automatic Cord Rewind. When paired with the Electro Brush Floorhead, the Electro+ line is the notable choice for keeping rugs and carpeted floors clean. But can clean all your floors thanks to the included Parquet Floorhead. The Compact C2 Electro+ comes in Marine Blue and will retail for \$599.

Compact C1 Turbo Team

The [Compact C1 Turbo Team](#) is a smaller form factor canister vacuum with an added seal system around the bag and filter, which ensures strong suction from the floorhead. The Turbo Comfort Floorhead utilizes air flow to power its under mount brush, ideal for low-pile carpet, while the Pure Suction Parquet Floorhead is ideal for hard floors. Additional features include a AirClean FilterBag™ and an AirClean Filter, suitable for everyday vacuuming needs. The Compact C1 Turbo Team will be offered in Obsidian Black and will retail for \$399.

Compact C1 Pure Suction

The [Compact C1 Pure Suction](#) is equipped with the AllTeQ Combination Floorhead that has retractable bristles for cleaning carpets or hard floors. The AirClean FilterBag™, the AirClean Filter and the 29.5 ft. cleaning radius round out the features of this model. The Compact C1 Pure Suction is available in Lotus White and will retail for \$299.

Compact C1 HomeCare

The [Compact C1 HomeCare](#), similar to the other C1 line of vacuums, has a 29.5 ft. cleaning radius. This vacuum meets all cleaning needs as it provides both the AllTeQ Combination Floorhead and the Turbo Comfort Floorhead. The Compact C1 HomeCare will be available in Autumn Red and will retail for \$499.

To determine a Floor Care product to best suite your needs, visit [Miele's Buying Guide](#).

The Compact C2 Electro+, Compact C1 Turbo Team and Compact C1 Pure Suction units are available now nationwide at your nearest authorized [Miele dealer](#). The Compact C1 HomeCare will be available exclusively at authorized Miele HomeCare dealer. To locate a HomeCare Dealer near you, visit <http://homecare.mieleusa.com/>.

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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