



For Immediate Release:

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Miele Unleashes New Classic C1 Cat & Dog Vacuum

The new canister vacuum takes cat and dog hair to the pound

Princeton, NJ – Miele, the largest global family-owned luxury appliance manufacturer, is set to launch the latest addition to the Cat & Dog Series floor care line, the Classic C1 Cat & Dog canister vacuum. Designed for pet owners and non-pet owners alike, the Classic C1 Cat & Dog offers specialized features to keep flooring and upholstery tidy and contaminants from reentering the air.

The 1,200-watt exclusive Miele Vortex Motor™ offers high suction power with low noise, perfect for homes with pets that are easily frightened by loud sounds. Loose hair and particles cannot escape the interchangeable Electro Plus and Pure Suction Parquet Floorheads, making vacuuming all types of flooring an easy task.

Other notable features include the Active AirClean filter, which uses an active charcoal cassette to neutralize unpleasant odors, and the Handheld Flexible Mini Turbobrush captures hair and pet dander from those small, hard-to-reach places. The VarioClip™ keeps the Dusting Brush, Upholstery Tool and Crevice Nozzle accessories attached to the vacuum's suction wand for easy access. The Classic C1 Cat & Dog also offers an impressive 29.5 ft. cleaning radius and the multi-stage Miele exclusive AirClean System that keeps 99.9% of fine dust filtered during bag disposal.

The Classic C1 Cat & Dog in Lotus White will retail for \$599 at dealers nationwide. To locate a dealer nearest you, please visit www.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.

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

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