



**For Immediate Release:**

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**Miele Announces Nationwide Dishwasher Promotion**

*Purchase a qualified Miele Dishwasher June 27<sup>th</sup> through September 6<sup>th</sup> and receive \$100 off and complimentary 5 year warranty*

**Princeton, NJ** – Miele, the largest global family-owned luxury appliance manufacturer, is pleased to announce a new dishwasher promotion that will run from June 27<sup>th</sup>, 2017 through September 6<sup>th</sup>, 2017. Customers purchasing a Classic or Classic Plus dishwasher model will receive an instant \$100 off and complimentary 5 year warranty, valued at \$299.

“At Miele, we are excited to be able to offer a unique promotion including an attractive price point and complimentary warranty that emphasizes our commitment to quality while attracting new customers,” said Christian Schwarz, VP of Marketing for Miele USA. “Now, even more households will have the opportunity to experience Miele’s excellent dishwashing results.”

The promotion includes the Miele Classic and Classic Plus dishwasher series. The Classic G4227 SCU SS listed at \$999 will be \$899 at purchase. The Classic Plus G4975 SCVi SF listed at \$1199 will be \$1099 at purchase.

The two dishwasher models include a number of Miele’s exemplary product characteristics such as the first to market cutlery tray, Comfort basket design, AutoSensor technology, five washing programs, and an additional short wash option, delay start, and capacity that holds up to 16 place settings.

Miele’s Classic and Classic Plus dishwashers are ENERGY STAR qualified appliances. While the Classic Plus has also earned the Good Housekeeping Seal.

## **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](http://www.mieleusa.com) or [www.youtube.com/mieleus](http://www.youtube.com/mieleus), and follow us on [www.facebook.com/mieleus](http://www.facebook.com/mieleus) and Instagram @MieleUSA.

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