



**For Immediate Release:**

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**Miele Announces 20 Percent Off Select Floor Care Models**

*Attractive promotion on a variety of canisters and Dynamic U1 Maverick*

**Princeton, NJ** – Miele, the largest family-owned luxury appliance manufacturer, is pleased to announce a new promotion on its most recently launched floor care units. Customers can take advantage of 20 percent off the Dynamic U1 Maverick, Compact C1 Pure Suction, Compact C1 Turbo Team and Compact C2 Electro+ from September 12 through October 1.

“Miele floor care is known for being efficient, quiet and an overall delight for the consumer,” says Dirk Sappok, Director of Product Development. “With this new promotion, loyal customers and new customers alike, can achieve the award winning performance results of a Miele vacuum at a very attractive price point.”

Launched earlier this year, each model is engineered to provide superior cleaning performance, while allowing the user to find a unit that best suits their floor type and home size.

The [Compact C2 Electro+](#) features 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 a notable choice for keeping rugs and carpeted floors clean, but can care for all your floors thanks to the Parquet Floorhead included.

The [Compact C1 Turbo Team](#) boasts a sealed system around the bag and filter, which ensures strong suction from the floorhead. The Turbo Comfort Floorhead utilizes air flow to power it's under mount brush, ideal for low-pile carpet, while the Pure Suction Parquet Floorhead is ideal for hard floors.

The [Compact C1 Pure Suction](#) is equipped with the AllTeQ Combination Floorhead that has retractable bristles for cleaning carpets or hard floors while the AirClean FilterBag™ and AirClean Filter keep unwanted particles from escaping back into the air.

The [Dynamic U1 Maverick](#) offers similar conveniences but in an upright configuration. Its SwivelNeck™ feature and automatic height adjustment make it particularly easy to maneuver around furniture and over different floor types.

The promotion will be available at all [Miele Experience Centers](#), [Mielestore.com](#), [Amazon.com](#), Bed Bath & Beyond, and participating independent floor care dealers. To find a local dealer please [click here](#).

For more information on the promotion, please click [here](#).

To find the perfect vacuum for your home and cleaning needs, [click here](#) to utilize the Miele Buying Guide, or watch helpful videos from [Miele Floor Care](#) on YouTube including a vacuum 101 and the difference between canister and upright and suction type.

### **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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