



**For Immediate Release:**

Contact: Monique Robinson  
Miele  
800.843.7231 x2513  
[monique.robinson@mieleusa.com](mailto:monique.robinson@mieleusa.com)

**Miele Expands the ClassicPlus Dishwasher Portfolio**

*New ClassicPlus and ClassicPlus 3D Models for 2018*

**Princeton, NJ** – Miele, the largest family-owned luxury appliance manufacturer, is returning to the Kitchen and Bath Industry Show (KBIS) in January with updates to their dishwasher portfolio to offer premium features across the entire product line.

Coming off the 30-year anniversary of the cutlery tray that Miele invented in 1987, the company is enhancing the ClassicPlus Dishwasher models by including the 3D cutlery tray in place of the standard cutlery tray. The new line-up will be called the ClassicPlus 3D.

The 3D cutlery tray is truly an innovation from the inventor of the category – instantly adapting to accommodate larger utensils and taller stemware. Large ladles, whisks and spatulas now fit effortlessly within the dishwasher and shine bright with the use of Miele’s three signature full-size spray arms. Large stemware fits easily in the middle basket as the 3D Cutlery Tray is designed in sections so it can easily slide side to side, allowing the stems to extend past the normal basket height.

To continue the ClassicPlus line, Miele is releasing the G4977 Vi SF and G4977 SCVi SF models. Both units feature a CleanTouchSteel panel and a PureLine handle. These models feature many highlights, including an attractive price point that now enables more customers to have a quality Miele dishwasher.

All new models will be available in January. The G4977 Vi SF and G4977 SCVi SF units will come to market with Miele promotion, which includes an instant \$100 off if purchased between 1/1-3/31/2018. Visit your local [Miele Experience Center](#) or to locate a dealer near you, please click [here](#).

## **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.

# # #