

MIELE RETURNS TO THE 2019 VDTA-SDTA CONVENTION WITH THREE NEW FLOOR CARE MODELS

A proud participant of the show for over 30 years; a great opportunity to connect with Miele retailers from all over the nation who continue to support and grow the brand.

Princeton, NJ –Miele, the largest family-owned luxury appliance manufacturer is returning to the VDTA (Vacuum Dealers Trade Association) Convention, February 12th through 14th in Las Vegas, Nevada. This annual convention consistently draws hundreds of independent dealers from across the country to learn about new and exciting advancements in floor care technology and design, giving Miele the opportunity to showcase its award winning floor care line up. The annual event, which happens in the beginning of the year, allows Miele to meet with existing dealers and develop relationships with potential ones.

The Miele booth will feature the latest innovations in the floor-care line up including the launch of two new units in the Classic C1 assortment and one new unit in the Complete C3 HomeCare assortment. Special product focuses include HomeCare, Blizzard, Scout RX2 and Cat & Dog.

Classic Series

Miele is expanding the Classic series with two new models, the Classic C1 Pure Suction and the Classic C1 Turbo Team. These bagged canisters are set to launch in spring 2019, and come standard with proven features to tackle a variety of flooring types. The C1 Pure Suction comes with the AllTeQ SBD 285-3 combination smooth floor tool, which perfectly cares for smooth floors and low pile carpets. The Turbo Team model features the SBB Parquet-3 smooth floor tool for low-to-medium pile carpeting and the newly improved SBD 305-3 turbo head providing increased dust pickup over the previous model. These new Classic models expand upon the entry-level price class and will be available to all Miele retailers nationwide.



HomeCare

The HomeCare Collection, sold exclusively at independent dealers, continues to be a main focus at the VDTA Convention. Miele has expanded the line in recent years to include four bagged canister models in each of Miele's vacuum series, the Blizzard CX1 HomeCare, and the Dynamic U1 HomeCare. This year brings two new bagged canister units: the Complete C3 Pure Suction and Classic C1 Pure Suction. Attendees at VDTA are encouraged to test out the new Complete C3 Pure Suction. HomeCare units are unique because they are available exclusively in-store at independent retailers, featuring an extended warranty and most models come with additional tools and accessories.

Blizzard

Launched in 2018, the Blizzard is Miele's bagless solution that meets the brand's high expectations for cleaning performance and hygiene. The Blizzard CX1 offers a comprehensive five-model assortment so the user can find the perfect unit to fit their needs. Each model operates with Miele's Vortex Mono Cyclone Technology, in which air only passes through a single, large cyclone: facilitating great cleaning performance, the ability to adjust suction power, and lower noise levels.

For optimal hygiene, this technology is part of an innovative, multi-stage filtration process where the rotating air reaches speeds over 62 mph (100 km/h) to separate fine and coarse dust particles. Fine dust is captured in the Gore® CleanStream® fine dust filter, allowing the large dust container to be emptied with significantly less fine dust escaping. This unique method has earned Miele recognition for

its hygienic emptying from the US American IBR Laboratories, international market leader in filtration testing.

Scout RX2

Also introduced in 2018, the Miele Scout RX2, which both autonomously cleans floors and exceeds the performance of its predecessor due to the unit's new 3D Smart Navigation, superior suction and Quattro Cleaning Power. The advanced model, Scout RX2 Home Vision, has additional features including a live image feed to the mobile app, as well as a longer run-time of up to two hours, extending its continuous cleaning ability especially in larger rooms.

The Scout RX2 features the newly developed 4-stage "Quattro Cleaning Power" system, which incorporates brushes and suction for optimal cleaning performance on any floor type.



Cat&Dog

Specially designed for pet owners and recommended for all flooring types, each Cat&Dog vacuum comes standard with an Electrobrush for carpeting and a smooth floor tool. Also included are three standard cleaning accessories, along with a mini handheld Turbobrush specifically for cleaning pet hair on furniture. The Miele Cat and Dog line expanded in 2017 with the addition of the Classic C1 Cat&Dog Powerline, and expanded even further in 2018 with the Blizzard CX1 Cat&Dog Powerline. All Cat&Dog models include an Active AirClean filter which works with active charcoal to significantly reduce unpleasant odors*.

* In accordance with DIN EN 13725

About Miele

Founded in Germany in 1899 with a single promise of Immer Besser, a phrase meaning Forever Better, Miele is the world's leading manufacturer of premium domestic appliances with more than 20,100 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, www.twitter.com/MieleUsa and www.instagram.com/MieleUSA.

Contact:

Monique Robinson

[800.843.7231 x 2513](tel:800.843.7231)

mielepr@mieleusa.com

###