

MIELE INTRODUCES NEW TRIFLEX CORDLESS VACUUM

Launches First-Ever Cordless Stick Vacuum Cleaner with Unique, Innovative Three-In-One Design

Princeton, NJ – Miele, the largest family-owned luxury appliance manufacturer, has announced the launch of the new TriFlex HX1, the brand's first cordless stick vacuum. With a unique three-in-one design, the TriFlex vacuum allows users to switch between three different configurations, depending on their needs, for maximum flexibility and outstanding performance. The new TriFlex vacuum features Vortex Technology to provide more power than ever before and Multi Floor XXL Intelligent Electrobrush, which adapts automatically to different flooring for optimal results. The TriFlex vacuum can be used for up to 120 minutes thanks to a powerful replaceable and rechargeable battery. It is ideal for easy, quick cleaning of large areas, as well as ceilings and smaller spaces, and is perfectly suited as a whole-home vacuum.

"Vacuums were the first appliance Miele launched in the US so we have a long-standing history of being the category leader in performance, making the launch of the TriFlex HX1, our first cordless stick vacuum, particularly exciting" said Jan Heck, President and CEO of Miele, Inc. "The TriFlex HX1 expands our vacuum line to provides even greater versatility with an innovative design for powerful cleaning performance."

The heart and soul of the TriFlex HX1 is the PowerUnit, consisting of a motor assembly, a rechargeable battery and a dust bin, which can be reconfigured in just a few seconds. If the PowerUnit is fitted directly below the handle, the unit can conveniently access the space below furniture or, with the electrobrush removed, can be used to clean ceilings. If fitted close to the floor, the center of gravity shifts, providing the perfect balance for vacuuming large areas without experiencing fatigue. In this configuration, the TriFlex can also stand upright - unsupported. In solo mode, the PowerUnit is ideal for removing crumbs from the breakfast table or cleaning the car.



Power comes from a lithium ion battery from Germany's premium manufacturer Varta and comprises seven high-performance cells. Battery power on the TriFlex provides up to 120 minutes¹ of cleaning thanks to the replaceable lithium-ion battery. Simply switch to a spare battery to clean spaces up to 2,690 square feet.²

The TriFlex also proves highly flexible when it comes to storage by making the best of available space. With the PowerUnit in either the lower or upper position, the appliance can be suspended from the wall bracket provided with the product. If there is insufficient space or to avoid the need to drill holes, the TriFlex can simply be stood upright and the recharging cable connected directly to the machine. If a suitable plug is not available at the place of storage, the battery can be recharged separate from the appliance or wall bracket.

Excellent Cleaning and Exemplary Hygiene

The TriFlex provides top-notch cleaning performance on carpets and hard floors. The Multi Floor XXL intelligent electrobrush adapts automatically to different flooring and delivers perfect results. It detects the type of flooring and adjusts power output accordingly. On the TriFlex HX1 Cat & Dog and HX1 Pro models, the electrobrush also features an LED headlight (BrilliantLight), helping to find the last specks of dust in the darkest of corners.

The TriFlex's three-stage filtration system ensures hygienic dust disposal. Coarse dirt collects in the dust bin, while finer particles are retained by the fine dust filter. During disposal, the Twist2open mechanism makes sure that the contents of the dust box slide out effortlessly. The integrated Hygiene Lifetime Filter for particularly

clean discharged air needs neither be replaced nor maintained over the product's entire life cycle. The HEPA Lifetime Filter on the TriFlex Cat & Dog and on the Pro even filters out the finest allergens from the air taken in.

The TriFlex HX1 vacuum will be available in lotus white, graphite grey and ruby red for the entry model, infinity grey PearlFinish for the HX1 Pro model and obsidian black for the HX1 Cat & Dog, which also features an ElectroCompact hand-held brush, which reliably rids upholstery and car seats from animal hairs and lint. All models come with a dusting brush, a crevice nozzle and an upholstery nozzle as standard. An ElectroCompact hand-held brush, a spare battery and a charging cradle can also be purchased as separate accessories.

The new TriFlex HX1, TriFlex HX1 Cat & Dog, and TriFlex Pro will be available at Miele retailers nationwide in July 2020 starting at \$499. Visit MieleUSA.com for more information.

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 and Instagram @MieleUSA.

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1 Valid for Triflex HX1 Pro at power level 1 without Multi Floor XXL electrobrush connected and using two rechargeable batteries.
2 Valid for Triflex HX1 Pro at power level 2 with Multi Floor XXL electrobrush connected and using two rechargeable batteries on hard flooring with a double stroke.

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