



Miele to Launch New, High-Performance G 5000 Dishwasher Series

New Line Appeals to Aspirational Consumers Looking for Additional Dishwasher Features

Princeton, NJ – Miele, the world’s largest family-owned premium appliance manufacturer, will add to its renowned assortment of dishwashers with an entry-luxury series appealing to aspirational consumers wanting the very best from their dishwashing experience.

Miele’s new, high-performance entry-level luxury line of dishwashers, the G 5000 series, offers exclusive features previously reserved for higher-tier models. With the QuickIntenseWash cycle, the G 5000 achieves perfect cleaning results in only 58 minutes. The AutoOpen function (depending on the model) opens the door slightly at the end of the program to ensure excellent drying, including on plastics and glassware.

Aesthetically, the design of this series is similar to that of the current G 7000 line, featuring fully integrated and pre-finished models, and front control and hidden (top) control options. New to the G 5000 line is a Pocket Handle model that offers a sleek, non-obtrusive look that complements any kitchen. The new Pocket Handle model features hidden controls with an easy-to-grip integrated handle that will fit seamlessly into any design. As with all pre-finished models, this series is offered in the Miele-exclusive CleanSteel finish. In addition to the standard 24” size, this series will also offer a SlimLine assortment in an 18” size for smaller kitchens, apartments, tiny homes and more.

“As with our promise of ‘Forever Better,’ Miele strives to offer the very best to its customers at every level,” said Jan Heck, President of Miele USA. “We’re thrilled to feature some of our top features at a more accessible price point in an effort to reach even more households across the country.”

For ease of loading and unloading, these dishwashers feature FlexLine baskets, which feature wide handles. As the name states, these baskets offer incredible flexibility in positioning and adjustments to accommodate cookware, dishware and glassware in various sizes and shapes. Alongside the FlexLine baskets, some models offer additional space with a patented 3D-MultiFlex drawer – a full third dishwashing rack that can hold cutlery and more. Consistent with other Miele models, movable sections are colored yellow.

All G 5000 dishwashers are EnergyStar rated, with combined efficiency and cleaning performance. Superior cleaning performance is reached through a special-purpose circulation pump, optimized spray arms and an efficient filtration system. This line, like others from Miele, offers incredible durability and has been rigorously tested for quality to last twenty years.

The G 5000 Dishwasher Series will be available at Miele dealers nationwide in Summer 2021. For more information, please visit MieleUSA.com.

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.

Contact:

Nicole Inglin

Miele USA

mielepr@mieleusa.com

(609) 419-9898 EXT. 2513

#