

Press release
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Largest product launch in the history of Miele: Generation 7000 built-in appliances

- ▶ Practical aids and connectivity make kitchen appliances ever smarter
- ▶ Four design lines and colour schemes for individual styles

Gütersloh/Berlin, September 4, 2019. – With its Generation 7000 built-in appliances, Miele is making cooking simpler and more intuitive than ever before: As for example with the first camera able to withstand the intense heat of a pyrolytic oven. And what's more, a clever guardian watches over cakes as they bake to ensure they never become too dry. The new induction hobs can cater for up to 6 pots and pans placed and moved around anywhere on the ceramic glass screen, dispensing with the need to select or join rings. The new G 7000 dishwashers go about their work almost autonomously as they dispense and start automatically if their owner so wishes. To achieve this, these models are equipped with an automatic dispensing system with a reach of around 20 cycles. This way, they adapt flexibly to everyday needs as regular starts are programmable, but can also be started impromptu from the convenience of a smartphone. And coffee connoisseurs will welcome the first built-in fully automatic machine able to process three on-board bean types and does away with the cumbersome tasks of cleaning and descaling.

The Generation 7000 spans the entire gamut of built-in appliances, including ovens, induction hob units, dishwashers, steam ovens, microwave units, coffee machines and many more. The new products are available in four design lines and three colour schemes. Viewed worldwide, this equates to around 3000 model versions with a whole host of Miele-exclusive innovations.

Camera shows whether roast is finished

The new features include an in-oven camera which relays images in HD quality to a smartphone: This allows the current state of food to be assessed and temperatures and degrees of doneness tweaked remotely. Miele is the only manufacturer with a camera compatible with pyrolytic self-cleaning where temperatures can reach 440°C. Practical for all types of food preparation: At the end of a programme, the oven door is automatically opened, a cooling fan sets in, reducing the temperature in the oven fast and, if requested, switches to food-warming mode. This prevents residual heat causing food to overcook. Loaves of bread

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and succulent roasts come out of the oven done to perfection, even if you forget to take the food out of the oven in time or guests are late arriving.

Three coffee types on offer

Unique in many respects: Miele's flagship built-in coffee machine. No other product on the market has three types of coffee on board. Descaling, the irksome chore of cleaning milk lines and degreasing the brew unit, is now fully automatic on Miele's new models, thanks to special cartridges.

Updates future-proof domestic appliances

The large majority of new Miele kitchen appliances is connectivity-enabled using WiFi. Alongside remote controls, the Miele@mobile app gives users access to more than 1200 inspirational recipes. Ingredients can be ordered from a delivery service straight from the app. With RemoteService, future software updates can be downloaded to an appliance for installation with great ease. Previously, this required a service call-out. This is interesting, for example, for applications or services which may be introduced two or three years down the line.

And then there's the question of style. Generation 7000 built-in appliances are available in four design lines (PureLine, VitroLine, ArtLine and ContourLine) as well as in three colours (graphite grey, obsidian black, brilliant white). With its solid handle and discreet stainless-steel trim on a black glass front, PureLine offers modern appeal. VitroLine underlines its reserved and integrating style with a handle in appliance colour, and ArtLine with its minimalistic approach dispenses with a conventional door handle altogether. By contrast, ContourLine relies heavily on its striking stainless-steel frame: Here, the focus is on showcasing the appliance and its technology.

Design prizes awarded

Generation 7000 products were recipients of multiple design awards even before they were launched: The Red Dot Product Design Award 2019 went to the CVA 7845 coffee machine, integrated and fully integrated Generation 7000 dishwashers as well as the ArtLine and VitroLine designer ranges. The fully integrated G 7965 SCVi XXL AutoDos dishwasher proudly received the iF Product Design Award in gold. The iF Product Design Award 2019 was awarded by the jury to the G 7915 SCi XXL AutoDos dishwasher, the CVA 7845 coffee machine and the ArtLine, ContourLine and VitroLine series of built-in appliances.

For detailed information and photographs of Generation 7000 products:

www.miele-presse.de

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Company profile: Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional). The Miele company, founded in 1899, has eight production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. These are joined by the two plants belonging to Miele's Italian medical technology subsidiary Steelco. Turnover in the 2018/19 business year was around € 4.16 bn, with a share of business outside Germany of approx. 71%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,200, whereof 11,050 are employed in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are three photographs with this text



Photo 1: The new Generation 7000 built-in appliances from Miele are intuitive in use and make life a lot simpler! The photograph shows a combination of products from the handleless ArtLine series in graphite grey. (Photo: Miele)



Photo 2: A camera keeps a constant eye on food as it cooks and, where needed, allows temperatures and cooking times to be adjusted from a smartphone: To this end, users of this intelligent oven from the Generation 7000 series of Miele built-in products don't even need to be in the kitchen; they can be attending to their guests. (Photo: Miele)

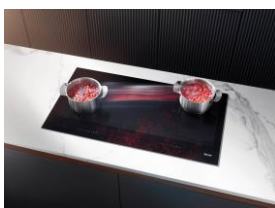


Photo 3: On the new full-surface induction hob units from Miele, pots and pans can be placed anywhere on the ceramic glass screen. When moved around, power settings follow along. (Photo: Miele)

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