

Press release
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Miele Guard series: the new vacuum cleaner generation is redefining floor care

- ▶ ComfortFit bag concept for the ultimate in hygiene
- ▶ New Guard L1 top model: LCD display for unparalleled user convenience
- ▶ Timeless elegance for seamless integration into high-quality living environments

Gütersloh/Berlin, September 4, 2024. – The Complete C3 cylinder vacuum cleaner has won countless product tests and racked up sales of almost 11 million to become the best-selling Miele appliance of all time. Twelve years after its market launch, it is now time for Miele to bring a new generation of bagged cylinder vacuum cleaners to the market. The Guard L1, the new top model which is being presented for the first time at this IFA, takes everything to the next level: it is more convenient to use, more hygienic, more elegant – and networked. With this new model and its two other series (M1 and S1), Miele is completely reinventing itself in the field of bagged cylinder vacuum cleaners. The market launch will start, depending on country, in January 2025.

Good bagged cylinder vacuum cleaners are powerful, hygienic, quiet, economical and robust – and Miele is the number one manufacturer of these products in many countries. Furthermore, bagged vacuum cleaners – alongside cordless stick vacuum cleaners and robot vacuum cleaners – are a real help around the house, particularly with regard to hygiene. This classic appliance still has a large – and loyal – fan base. The advantages are clear: its completely dust-free emptying is particularly important for people with allergies, while the cable allows for unlimited vacuuming without having to worry about battery charge or its service life. Furthermore, many customers particularly appreciate its lightweight design during use.

All of this means that, when the Gütersloh-based family-owned company – which launched its first bucket-shaped cylinder vacuum cleaner in 1927 – announces a major new generation for this product category, expectations are high. And Miele can deliver: “The name “Guard” really encapsulates the spirit of this product,” says Sonja Gabriel, Vice President Category Marketing including Miele floor care products. “These vacuum cleaners seal in the dust more securely than ever before, thus guarding the flooring and the appliance itself against dust and ensuring that the air in the living space is clean.”

This is made possible by combining highly efficient motors, floorheads and air guides with a new bag concept and a multi-stage filter concept. When it comes to the vacuum cleaner bag,

the new and unique ComfortFit system with a specially developed holder on the bag together with its counterpart on the vacuum cleaner ensures that the parts engage reliably and lock in place securely – as confirmed by a clearly audible click. As a result, dust and dirt are trapped even more effectively. The HyClean Pure vacuum cleaner bag used in the appliance comprises 80 per cent recycled material and achieves a filtration rate of 99.99 per cent* – the best on the market – even when faced with the tiniest of dust particles. Furthermore, the Guard L1 Comfort model is the first cylinder vacuum cleaner to be controlled via a large control element with a high-quality LCD colour display which can show information such as the fill level percentage of the bag and the condition of the exhaust filter.

Automatic mode for more efficient vacuuming

In addition to the four classic power levels for curtains/fabrics, upholstery, carpets and hard floors, the Guard L1 Comfort also offers a practical and intelligent automatic mode. This mode detects the flooring automatically and adapts the power level to ensure the best possible cleaning results combined with optimised energy consumption. The Guard L1 Silence model is also Miele's quietest ever vacuum cleaner, at just 62 decibels. The L1 Comfort includes a new feature which is a first on the market: connectivity. Once the appliance has been registered in the Miele app, the app will show the fill level of the vacuum cleaner bag and the condition of the exhaust filter and will notify the user when the bag or filter needs replacing. This contributes to both the performance and the longevity of the appliance.

Not only does the new top model boast innovative technology and convenient features, it also has an exceptional design which combines attractive on-trend colours with textured surfaces and high-quality fabric covers for a striking effect. The subtle use of metal appliqués in premium colours such as rose gold or copper catches the eye and makes the appliances the perfect match for any living space. The ventilation openings, which are positioned at the side for the first time, feature a diamond pattern or a high-quality, dirt-resistant fabric cover depending on the model..

The Guard is available in three series in order to cater for different needs:

- The Guard S1 is the new compact and lightweight entry-level model.
- The Guard M1 is the new powerful and versatile mid-range model. The tried-and-tested Complete C3 will continue its life as the M1 series with a better price-performance ratio and a new look.

- And finally, as described above, the Guard L1 – the new top model with a whole host of innovative features for maximum convenience.

As is the case for all corded vacuum cleaners from Miele, the Guard is also tested to last for the equivalent of 20 years**. The appliances are subjected to extensive quality tests, including 1000 hours of continuous use and additional stress and crash tests for the hose, housing, cable reel and castor wheels, for example. Details of all three series, including their features and colours, are provided in the enclosed overview.

* Together with Miele AirClean filter (in accordance with IEC 62885-2)

** During the development phase of the C1 vacuum cleaner series, Miele tested models and core components in 750 hours of use (= 37.5 hours per year) at various power levels. For more details, visit miele.com/20years

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Company profile: Miele is recognised as the world's leading supplier of Premium domestic appliances, with an inspiring portfolio for the kitchen, laundry and floor care. The company also offers machines, systems and services for use in hotels, offices, care and medical technology. Since its foundation in 1899, Miele has lived up to its brand promise of "Immer Besser" in terms of quality, innovation, performance and timeless elegance. With its durable and energy-saving appliances, Miele helps its customers to make their everyday lives as sustainable as possible. The company is still owned by the two founding families Miele and Zinkann and has 15 production plants, eight of which are in Germany. Around 22,700 people work for Miele worldwide and the company's most recent turnover was 4,96 billion Euro. The company has its headquarters in Gütersloh in Westphalia.

There are six photographs with this text



Photo 1: The Guard L1 is the top model which boasts a completely new design and offers various exclusive Miele features to meet the highest of standards. With its stylish design – incorporating monochrome colours and metal applications in rose gold or copper – it is the perfect match for any living space. The ventilation openings, which are positioned at the side for the first time, feature a diamond pattern or a high-quality, dirt-resistant fabric cover depending on the model. (Photo: Miele)



Photo 2: The new ComfortFit system with a specially developed holder on the bag together with its counterpart on the vacuum cleaner ensures that the parts engage reliably and lock in place securely – as confirmed by a clearly audible click. As a result, dust and dirt are trapped even more effectively. The HyClean Pure vacuum cleaner bag used in the appliance comprises 80 per cent recycled material and achieves a filtration rate of 99.99 per cent* – the best on the market – even when faced with the tiniest of dust particles. (Photo: Miele)



Photo 3: In addition to the four classic power levels for curtains/fabrics, upholstery, carpets and hard floors, the Guard L1 Comfort model also offers a practical and intelligent automatic mode. This mode detects the flooring automatically and adapts the power level to ensure the best possible cleaning results combined with optimised energy consumption. (Photo: Miele)



Photo 4: The L1 Comfort has a connectivity feature. Once the appliance has been registered in the Miele App, the app will show the fill level of the vacuum cleaner bag and the condition of the exhaust filter and will notify the user when the bag or filter needs replacing. This contributes to both the performance and the longevity of the appliance. (Photo: Miele)



Foto 5: The Guard M1 is the new powerful and versatile mid-range model, shown here in Casa grey. (Photo: Miele)



Foto 6: The Guard S1 is the new compact and lightweight entry-level model, shown here in brilliant white. (Photo: Miele)

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