

**Press Release  
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The KM 7000 hob unit generation is versatile, elegant and interconnected

## **Extremely flexible and intuitive – the new hob units from Miele with full-surface induction**

**Gütersloh/Berlin, August 24, 2018. – Unchallenged cream of the cream among hob units: full-surface induction represents untold freedom when it comes to cooking. Up to six pots, pans and even casserole dishes can be positioned anywhere on the hob unit and even moved around. And induction cooks fast, is sparing in its use of electricity, and an induction hob is easy to clean. All these benefits combine on top models from the new KM 7000 generation of hob units in a most impressive way – tested to last 20 years and at an attractive price. Two further clever details: Thanks to a new printing process, pots and pans slide virtually noiselessly and smoothly over the surface of the hob unit. And ring settings travel automatically with the pot. The market launch is scheduled for April 2019.**

How many pots and pans are in use, how large can they be, and what is the best arrangement? Questions such as these depend on the recipe, the number of persons being served – and often on personal preferences. All cooking situations are different, but the rings on most hob units impose restrictions regarding where pots and pans can be placed. The situation is entirely different as far as full-surface induction hob units from Miele are concerned: Over a width of up to 90 cm, up to six pots and pans can be positioned anywhere on the entire surface and be moved around as required. 'Miele full-surface hobs adapt to the person cooking and not vice versa, allowing chefs to give their creativity the freedom it deserves', says Ina Laukötter, Head of Product Management for hob units in the Miele Group's domestic appliance division.

The SmartSelect controls are no less convenient and intuitive. The hob and power settings are activated and regulated at the touch of a fingertip. Once a pot or pan is placed on the ceramic screen, the hob unit offers a run of numbers for power selection in a position close to the pan.

### **Controls patents pending**

Numbers appear for each further pan placed on the ceramic screen. Whenever a pan is relocated, the corresponding controls travel with the pan, taking current settings with them.

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This intelligent pan recognition system has been submitted by Miele for patents. The new SilentMove feature on flagship models ensures that pots and pans slide around without a whisper. On these models, the printed graphics are on the underside of the ceramic screen and not, as usually the case, on the surface. A prerequisite for this to work is a particularly high-quality and transparent glass ceramic screen which is further supported by the elegant and minimalistic design. The printing takes a back-seat role. Furthermore, the numbers and other functional indicators are depicted in a very high-quality white (SmartSelect White).

'We expect to further expand our market position with these products which offer excellent value for money', says hob unit product manager Laukötter. Miele's full-surface hob unit is available in widths of 60, 80 and 90 cm. Starting prices, depending on the country, will be around € 1800 (RRP).

### **Wide range of combination and interconnection options**

The launch of the new full-surface hob units marks a generation change with the advent of the KM 7000 generation, also on conventional induction hobs with fixed rings. Almost all hob units can connect with the Miele@mobile app using a Wi-Fi network. And almost all models sport the familiar Con@ctivity feature, now in its tenth year of regulating Miele cooker hoods via Miele hob units.

With a standard depth of 52 cm, frameless models can also be effortlessly combined with units from the modular SmartLine range. These include a wok, tepan yaki grill and downdraught extractor. Laukötter: 'This way, each customer can compose their own individual high-end cooking centre, for stylish pleasure and with a carefully matched design and user interface'.

(632 words, 3,802 characters incl. spaces)

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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, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Professional

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Business Unit). 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. 2017/18 turnover amounted to approx. EUR 4.1 bn with sales outside Germany accounting for 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. The Miele company, now in the fourth generation of family ownership, employs a workforce of around 20,100, 11,200 thereof in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

**There are four photographs with this text**

**Photo 1.** The 90 cm KM 7897 induction hob accommodates up to six pots, pans and casserole dishes, individually positioned to suit users' needs. (Photo: Miele)

**Photo 2:** With intelligent pan recognition, only available in this form from Miele, the ring settings and the power levels selected travel with the pan when moved around the ceramic screen. (Photo: Miele)

**Photo 3:** Nobel and puristic: the new full-surface induction hob units from Miele when switched off. (Photo: Miele)

**Photo 4:** Combinable with SmartLine – KM 7564 FL with downdraught extractor and tepan yaki (Photo: Miele)

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