

**Press Release  
No. 080/2018**

The Gütersloh family company is presenting its new flagship at the IFA trade show

## **A more environmental, intuitive and flexible wash – with the new W1 Passion from Miele**

**Gütersloh/Berlin, August 24, 2018. – Miele has now further upgraded its flagship washing machines. The new W1 Passion sports all programmes, convenience features and top performance values the company can currently muster – making it unique in the marketplace. Of course, the new SingleWash function is on board, allowing even the smallest of loads to be washed fast and economically. These machines are labelled A+++ minus 50% for energy efficiency, and still runs for less than 3 hours. A hot-water fill achieves further energy savings of up to 35%. The machine is fitted with Miele's intuitive M Touch user interface, familiar to customers from their built-in appliances. Sales kick off this autumn; a matching dryer will follow in early 2019.**

The prerequisite for top energy-efficiency ratings is Miele's patented PowerWash 2.0 process which incorporates Spin&Spray technology. Miele has optimised its technology to such a degree that even the smallest of loads can now be washed sparingly. The SingleWash option allows just one or two garments to be washed fast and economically - for example in the Minimum Iron programme, in only 39 minutes (further information on SingleWash is provided by Press Release No. 079/2018). What's more, energy efficiency has been improved, rising to a new top rating of A+++ minus 50%.

Further energy can be saved by using hot tap water as the new flagship model has two water inlet hoses: One is reserved for cold water; the second can be connected to hot water, rainwater or well water. The use of hot water further significantly reduces energy consumption.

### **Detergent sparingly dispensed even on the smallest of loads**

Consistently environmental laundry care – independent of the load, this works best in combination with the TwinDos dispensing system, which is also a standard feature on the W1 Passion. TwinDos dispenses in accordance with the load size and the degree of soiling, which can save up to 30% detergent compared with manual dispensing. This is not only good for Nature, it also goes easy on fabrics and your pocket. 'Often, customers just want to wash a single garment inbetween times, such as a favourite pair of jeans, but fear

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squandering electricity and money if the washing machine is not fully loaded. With SingleWash in combination with TwinDos, Miele is offering a true problem-solver', says Dr. Olaf Dietrich, Head of Laundry Care within the Miele Group's Domestic Appliances division.

The W1 Passion can take almost 9 kg of laundry, spins at a fast 1600 rpm and is interconnected. Besides that, this model boasts all the functions and convenience features as well as the best performance specifications Miele can offer – and is naturally built and tested to last 20 years. 'This makes this machine unique in the marketplace in many respects', Olaf Dietrich says, summarising.

### **Lower energy consumption even in dryer**

The use of a heat pump is instrumental in considerably reducing energy consumption on tumble dryers. Thanks to technical optimisation measures, the new flagship T1 Passion model achieves energy efficiency of A+++ minus 10%. Here, too, Miele stands for the ultimate in energy efficiency combined with short cycle times. EcoDry technology, in combination with Miele's high-quality filtration system and its maintenance-free heat exchanger, ensures that energy consumption and drying times remain permanently low.

The washing machine and tumble dryer feature Miele's M Touch user interface. A multi-colour TFT touch display allows programmes, options and temperatures to be selected by tapping, swiping and scrolling. As on a smartphone, use is intuitive, simple and fast. The white graphics on a black background are easily legible and underline the perceived value of the machines.

(591 words, 3,714 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 Business Unit). The Miele company, founded in 1899, has eight production plants in Germany as well as one

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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 two photographs with this text**

**Photo 1:** Miele flagship laundry care: 'Passion' models save energy and are characterised by short cycle times. (Photo: Miele)

**Photo 2:** With the M Touch user interface, programmes are selected at the touch of a fingertip by tapping, swiping and scrolling - intuitive, fast and simple. (Photo: Miele)

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