

Press Release
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Generation 7000: Miele launches completely new range of built-in appliances

- ▶ Culinary excellence combined with simplicity and elegance
- ▶ Intelligent assistants support cooking process
- ▶ Largest product launch in the history of the company

Gütersloh, February 5, 2019. – With its Generation 7000, Miele is renewing its entire product range of built-in kitchen appliances, from ovens and hob units to steam ovens, coffee machines through to dishwashers. Aesthetically, Generation 7000 with its four new design lines offers inspiration for virtually every interior design style. A further benefit is the ease with which the new Miele appliances help their users to attain culinary excellence. There are also smart assistants on board, including a camera in the oven or a system to prevent roasts from becoming too dry. Several machines even pre-empt the user's next actions. With its Generation 7000, Miele is introducing nearly 3,000 model versions worldwide. The new range comes under starter's orders in May 2019.

Which kitchen style suits me best? Answers are provided by the PureLine, VitroLine, ArtLine and ContourLine design lines: PureLine offers a modern, contemporary appeal, with its solid handle, low-key stainless-steel trim and a glass front in obsidian black. VitroLine underlines its reserved and integrating style with a handle in appliance colour, and ArtLine with its minimalistic approach dispenses with a classical door handle altogether. The VitroLine and ArtLine design lines with their reduced all-glass fronts are available in graphite grey, brilliant white and obsidian black. In contrast, ContourLine relies heavily on its striking stainless-steel frame: Here, the focus is on showcasing the appliance and its technology.

Smooth processes leave greater room for creativity

Once the question of design has been addressed, machines within one and the same design line can be combined virtually at will. This is because all appliances appear to come from the same mould. This also applies to use and handling: 'Generation 7000 appliances guide our customers through the cooking process. Operating steps are intuitive, processes are smooth and natural', says chief Miele designer Andreas Enslin. 'This new ease of handling leaves greater room for creativity'. Important controls and displays are located in precisely the same position across the range, making for a common cross-category approach to machine

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operation. Or, in other words: A person familiar with a wall oven will approach for example a combination steam oven or a coffee machine with the same familiarity from the outset.

The intuitive handling is further supported by Miele with MotionReact, another cross-product feature: When required, Miele appliances are able to pre-empt the user's next moves and automatically switch on when the user approaches, activating the oven lighting or deactivating the ringtone at the end of a programme.

A hot contender: TasteControl world first prevents overcooking

When things hot up, TasteControl, a world first, steps in. On ovens this function prevents food from overcooking by bringing the temperature in the oven interior down fast at the end of a programme. Cooking processes end precisely on time, reliably preventing food from continuing to cook in the oven's residual heat, which would cause the food to relinquish its moisture.

The eye of the oven: Connectivity sends photographs to a smartphone

In pursuit of the best possible results, an in-oven camera provides valuable support to the user. And, for the first time, this feature is even available on pyrolytic self-cleaning models in which the camera is subject to intense heat. The heat-protected, built-in camera transmits images in HD quality to a tablet PC or smartphone. From the convenience of a mobile device, adjustments can then easily be made to the temperature and cooking time.

A pre-requisite for the use of the camera is an Internet connection. Most appliances from all Generation 7000 categories already have a wi-fi module on board, which, when connected to the Miele@mobile app, enables a whole host of new and additional convenience functions. The new Generation 7000 dishwashers with AutoDos and PowerDisk go about their work independently, once starting times have been programmed in. A connected appliance can naturally be started or stopped from a tablet PC or smartphone. Another new feature is the RemoteService function with which 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 new applications or services which may only be introduced two or three years down the line.

The launch of the new generation covers all ovens and hob units from Miele. These are joined by all dishwashers, steam ovens, microwaves, combination units, coffee machines, warmer drawers and a vacuum-sealing drawer. 'With nearly 3,000 new model versions worldwide spanning 15 product groups and 10 Miele production plants involved, this amounts to the biggest product launch in the history of our company', claims Gernot Trettenbrein,

Director of the Domestic Appliance division with the Miele Group. 'Generation 7000 excels with fascinating innovations which make cooking simpler, more convenient and safer – only available from Miele'. Moreover, the machines blend in perfectly in all kitchen styles and environments. Trettenbrein: 'We are confident that Generation 7000 will further strengthen Miele's position in the market for premium built-in appliances'.

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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 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. 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. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,100, whereof 11,200 are employed in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

There are four photographs with this text



Photo 1: Customers in the market for a handleless kitchen are best served by Miele's ArtLine design line, together with a handleless dishwasher with Knock2open. The machines displayed here are in graphite grey. (Photo: Miele)



Photo 2: Obsidian black glass fronts with metal handles and stainless-steel trim are key features of Miele built-in appliances in PureLine design. The wall oven (H 7860 BP, centre) sports the TasteControl assistance system, a world first, which prevents food from overcooking. This model also has a camera inside the oven. On the left is a coffee machine with a built-under warmer drawer; to the right a combi steam oven with a vacuum-sealing drawer. (Photo: Miele)



Photo 3: As if the oven knew what is coming next: When a user approaches the unit, the oven lighting switches on and the end-of-cycle ringtone is deactivated. The user defines the scenarios to which the machine responds. This application called MotionReact is also available on other built-in appliances from Miele. The photograph shows an oven in ContourLine design. (Photo: Miele)




Photo 4: Miele ovens in VitroLine design: The machine handle is in the same colour as the glass front, in this case brilliant white. (Photo: Miele)

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