

Press release  
No. 020/2024

## Anniversary special: Miele further enhances laundry care with promotional models

- ▶ Top appliances with innovative features at a price advantage
- ▶ Free 125-week extended warranty
- ▶ New 'Edition 125' fragrance for detergents and dryers

**Gütersloh, March 4, 2024. – Miele celebrates its 125th anniversary this year – and confirms its leading role in laundry care in terms of quality and durability for almost as long. Washing machines and tumble dryers from Miele impress with their outstanding consumption values, top performance and maximum ease of use. What's more, the premium manufacturer is the only one in the industry to test its appliances for a 20-year service life. The company is now celebrating its anniversary with attractive promotional models that offer convenient features at a lower price point or come with a 125-week extended warranty. The laundry care models will be available from March 2024.**

The washing machines in the '**125 Edition**' promotional range have a load capacity of 8 kilogram and are equipped with either PowerWash, a process using less water and electricity, or the TwinDos automatic detergent dispenser, for maximum convenience and washing at the touch of a button. The following promotional models are available:

- The **WWB380 WPS 125 Edition** with PowerWash washes 20% more economically than the threshold value (52) for an A rating on the energy label – making it the most energy-efficient appliance in the Miele portfolio. There is a price advantage of € 80\* on this appliance compared to similar models in the range. In addition, the promotional model can be networked with the Miele app and is equipped with SteamCare. Customers can select this feature, for example, to freshen up or smooth clothes with steam when they have only worn them briefly – without having to wash them. The identically equipped **WCB390 WPS 125 Edition** model differs visually in the design, for example in the door ring, which is white rather than obsidian black.
- The **WWB680 WCS 125 Edition** sports TwinDos and the Miele@home networking option and falls below the threshold value (52) for energy efficiency class A by 10%. Customers can save € 20\* off this appliance compared to similar models in the range. Also on board this promotional model: SteamCare.



## Attractive tumble dryer promotional models

To mark its anniversary, Miele is offering the **TWC660 WP 125 Edition** and **TCC670 WP 125 Edition** dryers, which have an 8 kilogram load capacity and an energy efficiency rating of A+++ . The appliances can be networked via the Miele app and offer the convenient FragranceDos feature, which allows laundry to be gently fragranced. On top of this, the promotional models are equipped with the convenient DryCare 40 programme option. This allows items of clothing that can be washed at 40°C to be dried in the machine – even if the textile is not suitable for machine drying according to the care label. There is a price advantage of € 40\* off these appliances compared to similar models in the range. Both appliances have identical technical features but differ in terms of design.

## 125 Gala Edition – commitment to durability and sustainability

When purchasing one of the '125 Gala Edition' promotional models, customers receive a total of almost four and a half years' warranty cover on their Miele appliance instead of two years. Further details can be found in [Press release No. 014/2024](#). The washing machines in this special offer range include appliances with a load capacity of 9 kilogram that feature both TwinDos and PowerWash. These models are also equipped with the SingleWash extra, which allows individual items to be washed quickly and energy-efficiently in just 39 minutes\*\*. All promotional appliances can be networked via the Miele app, achieve energy efficiency class A and also feature the SteamCare extra. The identically equipped models **WWI880 WPS 125 Gala Edition** and **WCI890 WPS 125 Gala Edition** differ in terms of the door design.

In the **125 Gala Edition** range of dryers, Miele offers the **TWL680 WP 125 Gala Edition** and **TCL690 WP 125 Gala Edition** models. These have a capacity of 9 kilogram, feature energy efficiency class A+++ and can be networked via the Miele app. The SilenceDrum, which is only available from Miele, offers additional convenience. Thanks to a special drum design in which part of the outer surface is covered with insulating strips, the SilenceDrum noticeably reduces sound emissions – for example from zips or buttons. The SteamFinish function smoothes the laundry with steam during the drying process, which significantly reduces the amount of ironing required. Another feature on the promotional appliances is PowerFresh, which avoids the unnecessary washing of lightly soiled or unsoiled laundry. Textiles that have been lying unworn in the wardrobe for a long time, for example, are refreshed with PowerFresh and release any odours they may have absorbed. The drying process is preceded by a humidification phase through the addition of steam. This results in better temperature transfer to the textiles so that odour molecules are dissolved and removed more

effectively. PowerFresh works optimally in combination with the DryFresh flacon, which also neutralises odours and adds a subtle, fresh fragrance.

## Fresh fragrance as Limited Edition

Customers can not only look forward to attractive promotional appliances, but also to a new and exclusive anniversary fragrance. The **Edition 125** combines a fruity, elegant note with velvety floral fragrances and a pleasant kick of freshness. The Limited Edition is available for the UltraPhase 1 and 2 (TwinDos) and UltraColor detergents and as a dryer flacon.

\*Applies to the recommended retail price (RRP). Free delivery included.

\*\*Depending on the laundry and the selected programme

## Media contact

Laura Friedrich

Phone: +49 5241 89-1961

Email: [laura.friedrich@miele.com](mailto:laura.friedrich@miele.com)

**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. Their product portfolio also includes dishwashers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications. Founded in 1899, the company has eight production plants in Germany, one each in Austria, the Czech Republic, China, Romania and Poland as well as two production plants belonging to its Italian medical technology subsidiary Steelco. Sales in the 2022 business year amounted to around € 5.43 bn. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries/regions. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 23,000, of which approx. 11,800 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

## There are five photographs with this text



**Photo 1:** The promotional model **WWB380 WPS 125 Edition** with PowerWash washes 20% more economically than the threshold value (52) for an A energy label – making it the most energy-efficient appliance in the Miele portfolio. (Photo: Miele)



**Photo 2:** The promotional model WWB680 WCS 125 Edition with TwinDos offers the advantage of a € 20\* price advantage over standard models and the innovative SteamCare feature, which makes it easy to freshen up and smooth garments. (Photo: Miele)



**Photo 3:** Miele is equipping the TWC660 WP 125 Edition and TCC670 WP 125 Edition promotional models with the convenient DryCare 40 programme option, which allows items of clothing that can be washed at 40°C to be tumble dried – even if the textile is not suitable for machine drying according to the care label. There is a price advantage of € 40\* off these appliances compared to similar models in the range. (Photo: Miele)



**Photo 4:** When purchasing a washing machine or tumble dryer from the 125 Gala Edition range, customers receive the two-year statutory guarantee plus a 125-week extended warranty on their Miele appliance. (Photo: Miele)



**Photo 5:** Customers can look forward not only to attractive promotional models, but also to the new and exclusive Edition 125 anniversary fragrance, which combines a fruity, elegant note with velvety floral scents and a pleasant kick of freshness. (Photo: Miele)

Text and photo download: [www.miele-press.com](http://www.miele-press.com)

Follow us on:

 @Miele

 @Miele\_com

 Miele