

Press release
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More than two years of additional warranty coverage: Miele reaffirms its commitment to product longevity and sustainability

- ▶ Free warranty extension by 125 weeks on anniversary models
- ▶ Activation of additional warranty via Miele app
- ▶ International anniversary promotion set to run until the end of September 2025

Gütersloh/Milan, April 16, 2024. – In the year that marks 125 years of the company, Miele is prolonging the warranty period on selected anniversary models by 125 weeks. With the purchase of one of around 50 special Miele models, customers are granted a guarantee period lasting almost four and a half years instead of the statutory 2 years. The international campaign started in Germany in February and will run until September 2025.

'Miele stands above all for quality, durability and sustainability', says Axel Kruse, Senior Vice President of Miele's Customer Service business unit. 'We are stressing these values by making our customers an offer that is unique in the marketplace', Kruse says. The extended guarantee period applies to all selected anniversary models named '125 Gala Edition'.

For the term of the extended guarantee period, customers do not incur any repair costs – with the exception of those brought on by their own fault. The extended warranty covers all labour costs and call-out charges as well as the cost of spare parts. Around 900 technicians from Miele or an authorized service partner are available in Germany and around 2,700 technicians worldwide for repairs under warranty. If a machine is beyond economic repair, customers have the rights to a comparable new product.

Activation of warranty extension via app

Those wishing to benefit from the extended warranty can activate their contract after the purchase conveniently using the [Miele app](#). The app can also be used at any time to call up the guarantee status. Furthermore, users always have full sight of their domestic appliances. They can, for instance, check up on the status of their oven from the convenience of a mobile device or, if their oven is equipped with a camera, follow cooking or baking in real time. Practical, too, are notifications when laundry or crockery are finished as this does away with



the unnecessary legwork. The app also informs the user of sustainability-related issues such as the energy and water consumption of dishwashing and laundry programmes.

Further anniversary campaign: Prolongation of optional extended warranty

For customers with a particularly pronounced need for security, Miele is offering a further attractive option for the anniversary: anyone wishing to extend their appliance warranty to a total of ten years will receive an additional five months' warranty. Repair cover would then be provided for a total of 125 months. In Germany, this offer for domestic appliances has been valid since January 2024 and ends in September 2025.

Further information on terms and conditions and special models: www.miele.de/125jahre

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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 in the increasingly networked home. 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 around 5 billion Euro. The company has its headquarters in Gütersloh in Westphalia.

There is one photograph with this text



Photo: With a 125-week additional warranty on selected anniversary models to mark 125 years of Miele, the company is reaffirming its commitment to product longevity and sustainability. Activation of the additional warranty is via the Miele app (Photo: Miele)

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