



Press Release

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Miele Brings Exquisite G5000 Series of Dishwashers to Canadian Market

German Appliance Giant Delivers on Innovation, Performance, Convenience and Design

TORONTO—July 20, 2011— Living up to its reputation of quality, durable German-engineered products, Miele (Canada) Limited is pleased to announce the debut of the G5000 series of dishwashers in Canada. Consumers can choose from prefinished models, to integrated or fully integrated models, which will be available for purchase beginning this month.

The G5000 series of dishwashers boasts all of the features that the premium domestic appliance manufacturer is known for. “The launch of the G5000 series will bring a new level of excellence to the Canadian market,” said Jan Heck, President, Miele (Canada) Limited “All Miele products are designed to go beyond the standard, providing innovative features for optimal convenience and performance.”

The original cutlery tray, first invented and patented by Miele in 1987, has been completely redesigned, putting the G5000 Series light years ahead of the industry. The G5000 will feature a new patented 3D tray which offers greater flexibility and capacity; both height-adjustable and contains inserts that slide laterally to accommodate larger items. Large ladles, whisks and spatulas now fit effortlessly within the dishwasher and are brought to a perfect shine by Miele’s signature three, full-size spray arms. All items of cutlery are individually positioned and cleaned gently and thoroughly.

“With the new 3D Cutlery Tray, our company is once again reinstating its claim to being the industry leader of innovation,” adds Heck. “The time-tested features of the cutlery tray, invented and patented by Miele in 1987, have remained unchanged: Each item of cutlery is held separately, is thoroughly and gently cleaned and can be removed both conveniently and hygienically.”

The Cutlery Tray is also extremely adaptable, lending additional flexibility for loading the middle basket. It is designed in sections so it can easily slide, side to side, allowing the middle basket to accommodate large stemware items.

The BrilliantLight interior lighting features four power LEDs that illuminate the dishwasher cabinet in bright light, unparalleled by any other product on the market. The area in front of the dishwasher is also well lit, significantly improving the loading and unloading experience.

The MultiComfort area offers unique capacity to accommodate three parallel rows of plates in the lower baskets, offering ample space for large dishes, cutting boards and platters. The rows of spikes and the height-adjustable glass rails are hinged, offering numerous ways of placing tall stemware in both the upper and lower baskets. The variable-width cup rack in the upper basket ensures that even oversized cups stand secure. The ergonomic basket handles sporting an embossed Miele logo are made from choice materials and simplify handling considerably.

AutoOpen drying, a feature which gently opens the door at the end of a programme for quick and energy efficient drying. These models boast low consumption levels of water for 16 place settings in the Automatic programme. The ComfortClose technology ensures that the door stays put at any point along its opening angle.

A further convenience feature is the new 'Extra Quiet' programme: the dishwasher is hardly audible. In the interest of noise abatement, the programme duration has been extended without increasing water or energy consumption.

The G5000 series ranges in price from \$1,349 to \$3,599 and offers a variety of models to suit any architectural design and space. Products can be purchased through Miele Chartered Agents across Canada, see miele.ca for a retailer near you. As with all Miele products, this line is engineered and built in Germany for superior quality and performance.

About Miele

As the world's largest family-owned and operated appliance company, Miele is immovably committed to the highest quality, performance and environmental standards. Founded in 1899 on a promise of "Immer Besser", a German phrase meaning "Forever Better", Miele has continued to distinguish itself with its sleek design, superior engineering and unparalleled service. With a wide range of domestic products from built-in ovens, steam ovens, coffee systems, cooktops (gas, electric and induction), ventilation systems, dishwashers, laundry products, vacuum cleaners and the latest innovation, Miele MasterCool refrigeration, Miele can ensure all of your needs are met. In addition, Miele offers solutions for commercial and industrial needs through the Miele Professional division.

In September 2008, Miele Ltd. (Canada) introduced Miele Forever Care, the most comprehensive customer service business model which enables Canadian consumers to interact directly with Miele at all times, from point-of-purchase, to delivery and installation of the appliances, to technical service. Consumers wishing to learn more about Miele and Miele Forever Care can contact the Miele contact centre at 1-800-565-6435, visit one of the Miele Galleries in Toronto, Vancouver, Montreal and Calgary or visit www.miele.ca.

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Product photos are available upon request.

For more information, please contact:

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