

# PRESS RELEASE

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## Miele: The Most Trusted Brand

Gutersloh, Germany & Toronto, ON ... June 2003 – For the second year in a row, European consumers named Miele the "Most Trusted Brand" in kitchen appliances.

*Reader's Digest* surveyed nearly 28,000 people from 18 European countries collecting data for its **2003 European Trusted Brands Survey**. Each respondent was asked to name the brand he or she trusted the most in 30 product categories. The result - one of the largest and widest-ranging consumer surveys ever undertaken in Europe.

Participants were instructed to rate brands in terms of quality, value for money, image and understanding of customer needs. Given the evaluation criteria, it was no wonder that Miele earned the title of 'Most Trusted Brand'. For over a century, Miele has been dedicated to providing innovative products, superior performance, responsive service and the highest level of customer service.

Clearly illustrated is the extent to which consumers rely on brand reputation when purchasing a product. In fact, 71% of all respondents stated it was "extremely likely" that they would consider buying a brand, which they had never tried if it carried the "Most Trusted Brand" logo.

For more information regarding The Most Trusted Brand, visit [www.trustedbrands.de](http://www.trustedbrands.de).

Miele may well be the breakout quality brand of the decade. Long considered a household name in Europe and worldwide, Miele is exploding onto the scene in the United States and Canada with its sleek design, superior engineering and unparalleled service. Founded in 1899 on a promise of *Immer Besser*, a German phrase meaning "forever better," Miele has distinguished itself in the appliance market by continuing to offer a record number of major innovations. As the world's largest family-owned and operated appliance company, Miele is immovably committed to the highest quality, performance and environmental standards. The firm's innovative heritage, together with their state-of-the-art design and engineering aesthetic, has inspired frequent comparisons in the media to other German companies synonymous with innovation: Mercedes Benz and BMW.



Miele sells a wide range of exceptional consumer appliances including vacuum cleaners, laundry systems, rotary irons, dishwashers, built-in ovens, cooking surfaces, ventilation hoods and steam ovens, as well as the revolutionary built-in coffee system. In addition, Miele offers professional laboratory glassware washers, industrial parts cleaning systems, dental disinfectors and commercial wet cleaning systems.