

German appliance giant introduces tiny vacuum to Canada

Dr. Markus Miele unveils Miele's smallest, accessibly priced canister vacuum

TORONTO—May 27, 2010—Building on a 110-year-old heritage of German-engineered, beautifully designed products, Miele (Canada) Limited has debuted the all-new Miele S2—a compact, nimble and powerful canister vacuum starting at \$399—the latest addition to the premium domestic appliance manufacturer's celebrated family of vacuums.

"Miele's history of design innovation, coupled with our manufacturing technologies, has led to the birth of this next generation of canister vacuum—the first to retail for under \$400," said Dr. Miele, fourth-generation Managing Director and Co-Proprietor of Gütersloh, Germany-based Miele & Cie. KG, who hosted the launch at an event at Toronto's Royal Conservatory yesterday.

"Our advances in robotics technologies have enabled us to produce the S2 with sustainable quality, but at an accessible price point. Small and lightweight, the S2 is perfect for the urban household—and built to last for at least 20 years."

At only 5.8 kg (12.75 lbs), the S2 is easy to carry and to store. Three smooth-running 360° castor wheels ensure maximum stability and manoeuvrability, and a parking attachment allows for convenient storage of the hose and suction tube to the vacuum's body. Quiet, with superior suction power thanks to a 1200W Vortex™ motor, the S2 is supported by a seven-year motor warranty.

"We're excited to launch the S2 into the Canadian marketplace," said Jan Heck, President of Miele (Canada) Limited. "It is representative of Miele's enduring commitment to creating products known for quality, durability and energy efficiency."

The S2 features a 12-stage state-of-the-art HEPA filtration system that traps 99.9% of dust particles of at least 0.3 microns in diameter. An essential part of Miele's filtration system is the 4.5 litre Miele AirClean dustbag, with nine layers of fleece material. Unlike bagless vacuums, which release dust and allergens into the air when emptied, Miele's system ensures that dirt, dust and allergens are trapped during vacuuming and sealed in the bag for disposal. And with six-level power adjustment, it is ideal for different types of surfaces, including rugs, carpets, drapes or hard floors.

Available through most national retailers, including Sears, the Bay, Future Shop, Costco and Canadian Tire, the S2 comes in three models—the Contour, Momentum and Continuum—and in three colours: chilli red, royal blue and white. And as with all Miele products, the S2 is engineered and built in Germany for superior quality and performance.

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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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