

# PRESS RELEASE

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## A Quarter of the Way There!

**RICHMOND HILL, ON** ... October 27, 2005 – Miele web endurance test: Washing machine already past the five-year mark.

As of July 5, a Miele washing machine and tumble dryer have been running repeatedly in the Miele laundry-care endurance laboratory. Miele is allowing the general public to witness a gruelling marathon lasting 10,000 hours (washing machine) and 7,500 hours on the tumble dryer. This equates to 5,000 programme cycles and based on a machine which is used on average five times per week; this translates into a life expectancy of 20 years.

With both machines reaching 2,500-hour mark, a quarter of the way there, translates into five years of use on a washing machine and no less that seven years on a tumble dryer.

With such an extreme test to Miele appliances, this is nothing new for the company. In Miele's endurance test racks at the company headquarters in Gütersloh, Germany, 185 washing machines and tumble dryers run under surveillance until 5,000 program cycles are completed and in operation 24 hours a day, 365 days a year.

Miele expects this online endurance test to focus attention on the fact that the most durable washing machines and tumble dryers are made by Miele. Providing its own confidence in its appliances, Miele will not switch the machines off after 10,000 operating hours, instead they will be left to run. Interested viewers can go to [www.miele-wm-dauertest.de](http://www.miele-wm-dauertest.de) to see the machines in action.

### About Miele:

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 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 well as a deep belief in nurturing their network of dealers. 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 like BMW.



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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.

Consumers wishing to learn more about Miele can call 800 643 5381 or visit [www.miele.ca](http://www.miele.ca).