

PRESS RELEASE

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Hard at work for more than 6,250 hours

Miele dishwasher endurance test: Ten-year mark passed!

VAUGHAN, ON ... January 2008 – Since March of last year, a Miele dishwasher has been uninterruptedly at work washing dishes in a long-term endurance test: On and on and on it goes, without a moment's respite. And, with a webcam watching its every move, this endurance test at Miele's Bielefeld factory is open to the scrutiny of interested net surfers worldwide (www.miele-dauertest.de). At this stage of proceedings, the dishwasher has already clocked up 6,250 hours but still has at least the same mileage to cover before it reaches the minimum company quality benchmark of 12,500 hours.

Quality control at Miele is unrelenting: All appliances leaving the factory gates are designed, built and tested to provide at least 20 years of active service according to the company's self-imposed quality standards. To achieve this, each new dishwasher model range must prove its quality credentials afresh in gruelling non-stop endurance tests. 20 years of service equate to 12,500 hours of operation or 7,500 programme cycles. In addition to tests on new-generation models prior to market launch, regular tests are also performed on appliances from existing model ranges, picked at random from the production lines and subjected to precisely the same rigorous test regime. At Miele, this constitutes just as much part of quality testing as the 100% inspection of all appliances at the end of each assembly line.

These tests also involve a test load to simulate everyday conditions. And to reflect the rough and tumble of the real world, testing involves the use of detergent, rinse aid and salt. The test routine is fully automatic, allowing the apparatus to run unattended overnight, at weekends and during public holidays.

Precisely the same stringent requirements apply to the webcast endurance test as to those routinely applied in production. The only difference is that the online test is taking place in a separate room so as not to interfere with day-to-day laboratory work. The rear panel of the dishwasher has been replaced by a glass screen to permit a better view of the cabinet interior. Several webcams are trained on the four sides of the machine to provide different perspectives

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About Miele

There are only a few brands in the world that have sustained their vision, traditions and quality for more than a century. Fewer still that can claim consistent family ownership and international brand name integrity. And only one that is recognized for creating the world's most innovative appliances. Founded in 1899 with a single promise of Immer Besser, a German phrase meaning Forever Better, Miele has dynamically grown to become the world's largest family-owned and operated appliance company with over 15,000 employees in 39 countries.

As a premium appliance brand represented on all five continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. The company's innovative heritage, state-of-the-art design and engineering aesthetic have inspired comparison to other German brands synonymous with innovation: Mercedes-Benz and BMW.

Miele's range of exceptional consumer appliances includes: vacuum cleaners; laundry systems; rotary irons; dishwashers; built-in convection, speed and steam ovens; cooktops; ventilation hoods; and coffee systems. The domestic appliance product assortment will expand in the third quarter of 2008 to include refrigeration and wine storage units specifically designed to exceed the performance, design and durability expectations of the North American consumer.

In addition, Miele Professional offers commercial cleaning equipment such as laboratory, medical and dental, commercial dishwashing and laundry systems.

For more information, consumers and design professionals can call 800.643-5381, log on at miele.ca or visit one of Miele's modern product showrooms in Montreal, Toronto or Vancouver.

Miele and the Environment

Miele has a long history of environmental leadership. Every detail is considered from the production process and shipping to household use and to the appliance's ultimate disposal. Miele's production facilities operate to strict DIN EN ISO 14001 environmental performance standards and Miele recently signed the CECED code of conduct to support human rights and environmental protection globally.

In operation, Miele constantly strives to make every product respect our natural resources. As an example, since 1990 Miele has reduced water consumption by 42.4% and electricity by 29.2% in domestic machines. The same environmental ingenuity has been applied to domestic dishwashers where in the last 15 years water consumption has been reduced by 50.3% and energy use cut by 33.8%. Additionally, from 1990-2002 advancements in Miele oven technology led to a 29% reduction in energy. Miele's active leadership role in global organizations like the International Electrotechnical Commission (IEC), Energy Star®, the Association of Home Appliance Manufacturers (AHAM) and others demonstrate the company's serious position regarding the protection of our global environment.

An unprecedented quality pledge guides Miele to produce appliances that are designed to last for 20 years of continuous use – far longer than the average. And their high metal content and clearly marked plastic components are ready for recycling once the product's useful life is complete – reducing landfill waste and conserving raw materials for future generations

www.miele.ca