

# PRESS RELEASE

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Looks Small. Acts Big.

**RICHMOND HILL, ON** ... August 10, 2005 – The New S4 vacuum cleaners, small but full of punch.

Small, sleek and powerful, Miele is proud to introduce the new S4 series vacuum cleaners. The power of a large vacuum cleaner with the convenience of a compact, the S4 line-up includes a brand new range of ultra lightweight models that are easy to carry and weigh only 6.5 kg.

With a powerful 1200 W motor, the compact vacuum cleaners ensure deep, thorough cleaning. But despite their power, they are extremely quiet due to the suspension systems and the motor insulation. With easy to use and practical tools, vacuuming those tight corners and stairwells will be effortless.

Not only do the S4 vacuums cleaners have the style and design of a modern sports car with the performance to match, their filtration system is superb. The dustbag has a 3.5 litre capacity and the corners are rounded for efficient filling and the base is reinforced to prevent tearing.

With optional accessories to help your cleaning methods, Miele has introduced the ACCU NOVA Powerbrush, which is suitable for heavily used carpets. The battery-operated Powerbrush maintains constant power, which is ideal for deep cleaning and can also be used on hard floor surfaces.

Available in three models, our S4 vacuums cleaners are tested to last 1,000 hours, which translates into almost 20 years of normal use. Miele confides in backing up the vacuum cleaner motor with our seven-year warranty.

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).