

# PRESS RELEASE

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## 20 Years! 10, 000 Washes!

**RICHMOND HILL, ON** ... August 3, 2005 – Live on the web: Miele Washing Machine subjected to gruelling 10,000-hour endurance test in laundry-care laboratory.

Whether it's a washing machine or tumble dryer, Miele's durability is world renowned and offers outstanding products and services for our customers to enjoy and depend on. In many homes, Miele appliances provide reliable service for much longer. To ensure that machines live up to these expectations, appliance performance is analyzed carefully in Miele's in-house laboratories. Miele is now raising the bar with the launch of an out-of-the-ordinary project: In a live webcam stream, internet users around the world can follow the endurance testing of a Miele washing machine and tumble dryer. Interested viewers can go to [www.miele-wm-dauertest.de](http://www.miele-wm-dauertest.de) to see the machines in action.

During the endurance test, the washing machine is to undergo a particularly strict test regime: It will run in the "Cottons 60°C" program. This machine also features the large Miele honeycomb drum with a corresponding dryer with a maximum load capacity of 6 kg. The machines will only be given a short break when the laundry load (standard terry cloth towels) is renewed once a week.

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 5000 program cycles are completed. Given the length of a full program on a washing machine, this equates to approximately 10,000 hours on a washing machine and 7,500 hours on a tumble dryer. Based on a machine which is used on average five times per week, this translates into a life expectancy of 20 years, which is the minimum for a Miele appliance. This is why testing is a very serious business at Miele, covering new product development and prototypes as well as machines selected at random from the production line. Machines which do not meet these expectations are not available for sale.

Miele expects this online endurance test to focus attention on the fact that the most durable washing machines and tumble dryers are 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.

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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.

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).