

FOR IMMEDIATE RELEASE

Introducing the new DuoFlex HX1 Cordless Vacuum by Miele

Toronto – October 3, 2024 – [Miele](#), the world's leading manufacturer of premium domestic appliances, is pleased to announce the Canadian launch of the new **DuoFlex HX1 Cordless Vacuum**.

The new DuoFlex HX1 offers the convenience of a cordless vacuum with the power of a conventional Miele cylinder vacuum cleaner, but also an aesthetic appeal that blends perfectly into the décor of any home environment. DuoFlex HX1 adapts to any space with its unique floor detection technology that automatically changes the power at the floorhead to suit the surface below it, allowing for the best cleaning performance without hassle. With a long-lasting **runtime of up to 55 minutes** thanks to its lithium-ion battery and a powerful Digital Efficiency Motor, the new DuoFlex HX1 vacuum excels in performance leaving no dust or dirt behind. With the newly designed hygiene filter, the DuoFlex achieves **99.99% appliance filtration**, improving the overall air quality of any living space. With modern colours and premium surface textures, the new DuoFlex HX1 is much more than an appliance – it's a genuine statement piece.

“We are excited to introduce the new DuoFlex HX1 Cordless Vacuum to Canadian households,” said Nelson Fresco, President and CEO of Miele Canada. “This new range of cordless vacuum cleaners introduces a powerful lineup to our already exceptional line of floor care appliances, adding both incredible convenience and a luxurious design.”

The DuoFlex HX1 Series includes five models with a range of powerful features and dynamic designs.

Innovative Features Include:

- 1. Powerful Performance:** All models feature a Digital Efficiency Motor, benefiting from exceptionally strong suction power with minimal energy consumption thanks to the first-class performance of Vortex technology.
- 2. Exceptional Battery Runtime:** Enjoy stress-free vacuuming for up to 55 minutes from a single charge, powered by seven high-performance lithium-ion battery cells.
- 3. Hygiene Filter:** The DuoFlex hygiene filter traps dust, pollen, pet dander, and allergens. Achieving 99.99% appliance filtration, the hygiene filter prevents recirculation, effectively improving the overall air quality of your living space.
- 4. Automatic Floor Detection:** The MultiFloor electrobrush automatically adapts to any flooring type so you don't have to. Automatic floor detection adjusts the brush speed for optimal performance and convenience.
- 5. New SpeedLock System:** Utilize the new SpeedLock function to effortlessly shift from a stick vacuum to handheld. Mounted conveniently on your wall, the SpeedLock System ensures a seamless transition from storage to action, making the cleaning process efficient and space-saving. Its lightweight and ergonomic construction ensures easy maneuverability, speed, and compact storage.
- 6. Click2open:** Empty the dust and pre-filter container at the click of a button. With the tried-and-tested Click2open feature, you can easily keep the fine-dust filter free of coarse debris. This ensures performance is kept high, and hands are kept clean.

DuoFlex HX1 Models:

1. **DuoFlex HX1 (\$649.99):** Available in Terra Red or Nordic Blue, this base model combines sleek design with powerful performance.
2. **DuoFlex HX1 Extra (\$699.99):** Available in Brilliant White, the Extra model comes with a universal brush attachment, making it ideal for all flooring types, from carpet to hardwood. The basic wall mount offers simple, space-saving storage.
3. **DuoFlex HX1 Car Care (\$749.99):** Designed for thorough car cleaning, the Car Care model in Casa Grey features an extendable XL crevice nozzle, a hose extension, and a SpeedLock System wall mount, ensuring no corner is left untouched.
4. **DuoFlex HX1 Cat & Dog (\$799.99):** Perfect for pet owners, this model in Obsidian Black comes with a specialized handheld electro brush for removing pet hair with ease. The SpeedLock System wall mount adds extra convenience for quick transitions during cleaning.
5. **DuoFlex HX1 Total Care (\$849.99):** In Obsidian Black, the Total Care model includes advanced accessories for a complete cleaning experience. Along with the core features, it has a SpeedLock System wall mount, handheld electro brush, extendable XL crevice nozzle, hose extension, and a universal brush, making it versatile for tackling hard-to-reach areas.

The new line of DuoFlex HX1 Cordless Vacuums is available for purchase effective **October 3, 2024** at Miele Experience Centres, and online at [Miele.ca](https://www.miele.ca).

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Miele Company Profile

Founded in Germany in 1899 with a single promise of *Immer Besser*, a phrase meaning *Forever Better*, Miele is the world's leading manufacturer of premium domestic appliances. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance, and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners, laundry systems, rotary irons, dishwashers, ranges, built-in

convection/speed/steam/combi-steam ovens, cooktops, ventilation hoods, refrigeration, wine storage and coffee systems.

Miele Canada was established in 1989 with headquarters located in Vaughan Ontario. To learn more, visit www.miele.ca or follow us on [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).



Photo 1: Leave no dust or dirt behind, thanks to the powerful Digital Efficiency Motor and first-class performance of Vortex technology.



Photo 2: Proudly showcase the stylish Duoflex in your home. With modern colours and premium surface textures.



Photo 3: The MultiFloor electrobrush automatically adapts to any flooring type so you don't have to. Automatic floor detection adjusts the brush speed for optimal performance and convenience.



Photo 4: Mounted conveniently on your wall, the SpeedLock System ensures a seamless transition from storage to action, making the cleaning process efficient and space-saving.