

# THERE ARE MANY GOOD REASONS FOR CHOOSING MIELE.

Since Miele was founded in 1899, we have remained true to our brand promise "Immer Besser - Forever Better", ensuring that everything we do sets a standard of 'forever better' products that are durable, sustainable and high performing, with a stylish finish. For our customers, this means they can have peace of mind knowing that choosing Miele means they will receive the highest level of quality appliances, that are built to last! Here are just eight reasons for choosing Miele.



## DEDICATED SUPPORT NETWORK FOR PEACE OF MIND

When you purchase a Miele appliance, you are supported every step of the way. From complimentary appliance demonstrations to assist you in identifying the right product to suit your lifestyle, to specialist Miele service technicians and a dedicated Customer Contact Centre based in Australia, support is just a phone call away. We provide a 24/7 Live Chat service to answer your queries online, along with a library of inspirational recipes and videos to assist you in mastering your appliance.



## MIELE TECHNOLOGY

Miele has always been at the forefront of new, exciting, innovative technology and excellent results, combined with minimum energy consumption. This applies to the hygienic and gentle care of your laundry, your flooring and your crockery, as well as when conjuring up exquisite culinary delights in the kitchen. The key to this is a wealth of innovative features available exclusively from Miele. Numerous first places in leading product tests conducted around the world attest to Miele's exceptional product quality and innovation.



## MIELE QUALITY

Miele has been making lives extraordinary for more than 120 years. We are the only manufacturer in our industry to test products such as our washing machines, tumble dryers, dishwashers and ovens to the equivalent of 20 years' average usage\*, offering you unique reliability and peace of mind when you purchase your appliance. Once a Miele, always a Miele and our customers around the world remain loyal to our brand and continue to recommend Miele to others. We will always continue to ensure you receive the Miele reliability you have come to know and love now and into the future.

\* [miele20years.com.au](http://miele20years.com.au)

## MIELE FOR LIFE

*Miele for Life* is our exclusive member privileges programme. Membership is free once you have purchased an appliance, and you are given access to a range of benefits including exclusive offers on Miele products and special promotions from our partners; Riedel, Georg Jensen, Hugo Boss, Five Senses Coffee and Koko Black – just to name a few. In addition, as a member, you will also receive invitations to VIP events and access to the website; the home of intriguing articles, delicious recipes, inspiring videos and more to enhance your lifestyle.





## MIELE SERVICE

Miele customers enjoy preferential treatment thanks to our fast and efficient after-sales service operation, which has been voted best in its category many times over. If you need personalised instructions on appliance use or professional cleaning of your appliances, our team of Miele service technicians will visit you at your home. We will always be there for you. That's a promise!



## MIELE CRAFTSMANSHIP

Miele stands for true craftsmanship, combining vision, precision and a careful attention to detail. Each of our products is manufactured to the highest standard and is subject to stringent quality controls, including individual surface tests with gloves. From handles milled from a single piece of metal to matching gap dimensions across all product groups, each element is part of our journey to ensuring absolute perfection for every appliance. Nothing is more important to us than that you are able to keep and enjoy your Miele for a long time.

## MIELE BRAND

In many countries, Miele is the most coveted brand in its category. In its German home market, Miele was even voted "best brand ever" across all product groups. Miele customers have high expectations for the performance and the sustainability of their domestic appliances. Simply put - people who buy Miele are quality - conscious and have style.



## MIELE DESIGN

Miele believes in clean lines, timeless elegance and intuitive operation. Whether it is a conventional rotary switch, discreet sensor controls or a high-resolution touch display, operating a Miele is easy, seamless, creative and fun. We have an extensive and diverse range of carefully coordinated design lines and colour options to suit any kitchen design. Whatever the style of your kitchen: Miele is the perfect match.