

PRESS RELEASE

## **Miele announces its best vacuum cleaner yet**

*Miele announces the much-anticipated October 2012 launch of the all-new and powerful S8 range of vacuum cleaners to the South African market.*

*30 July 2012, Johannesburg:* With 6-million units sold and 16 test wins to its name in Europe alone, Miele's S5 range of vacuum cleaners has earned a reputation of being among the most successful in the world. However, its successor, the S8, now offers even better cleaning performance, greater user convenience and improved energy efficiency – including a whole range of unique selling propositions. And, what's more, the new flagship model was awarded the coveted Red Dot Design Award even before it was launched. The S8, produced by Miele at its Bielefeld plant in Germany, is due to be introduced to the South African market in October 2012.

When it comes to cleaning performance, vacuum cleaners from Miele have excelled for many years, and the new S8 canister vacuum range is no exception – it offers superior cleaning efficiency and users can choose from a variety of motors. Consumers looking for maximum output are likely to opt for the “Power” motor with its 2 200W rating. Those with a focus on low energy consumption, but not willing to make any trade-offs in terms of cleaning performance, will find the “Efficiency” and “Silence” motors (each with 1 200W ratings) more to their liking.

Within the S8 series, Miele offers its customers its particularly convenient DynamicDrive swivel castors for the first time. These castors run on small air-filled tyres and also feature shock absorbers – this combination gives perfect suspension and quiet-running properties, particularly on structured hard floors.

The superb convenience offered by the S8 series manifests itself in a multitude of small details. For instance, there is no longer any need to stoop or bend to adjust power settings. On all models, suction is now either adjusted via convenient foot-operated +/- switches or, even more conveniently, from the handle. Models with an “Automatic” setting adjust suction to various floor coverings of their own accord – choosing from one of four settings: “optimum cleaning results”, “convenient”, “energy-saving” or “gentle”.

Further creature comforts result from the redesigned Park System to accommodate short breaks in vacuum cleaning by letting the user simply hook the floorhead onto the rear of the machine. On models with an “Automatic” setting, this also switches the motor off (without any standby consumption). When work is resumed, the machine automatically switches back on at the previously active setting.

Another highly practical feature is the DeLuxe cable rewind: the entire length of cable disappears into the machine simply by briefly tapping the footswitch. In contrast to the previous series, the S8 boasts an enlarged operating radius of 11

metres, compared to the previous 10 metres. This equates to a circular area covering more than 380m<sup>2</sup>. Another handy feature is the suction tube fixture on both sides of the unit – this makes the machine easy to carry by both left- and right-handed persons alike.

The S8 also features a supple all-round bumper strip. This visually attractive detail prevents damage to furniture and the appliance itself in the event of minor collisions. Further design features include alu-silver trim, for example on the bezel around the suction connector, the accessory compartment button, the air grille and the On/Off and cable rewind footswitches.

With a weight of only 5,4kg, the S8 weighs in at 700g lighter than its predecessor. Simpler handling is guaranteed by the enlarged plug recess, wider access to the dust compartment when replacing dustbags, and the new AirClean filter grille opening mechanism, all aspects for which patent applications have been made. A clever, sophisticated filtration system revolving around the high-efficiency HyClean dustbag in combination with various air exhaust filters (from AirClean to HEPA) guarantee efficient air filtration.

As with all Miele appliances, the S8 vacuum cleaner is designed, manufactured and built to last for a minimum of 20 years, which comprises 1 000 hours of vacuuming. This incredibly long lifespan will save you on repairs and replacement costs in the long run, and it also adds to the green credentials of the appliance itself, as it means it has a lower carbon footprint than other brands that don't last as long.

#### **Prices:**

S8310 (R2 599,00)

S8320 Cat & Dog (R3 499,00)

S8330 MedicAir (R3 999,00)

S8790 Deluxe (R4 499,00)

To find the closest retailer to you, visit [www.miele.co.za](http://www.miele.co.za) or contact 011 875 9000. Alternatively, you can visit Miele's all-new webshop – [www.miele-shop.co.za](http://www.miele-shop.co.za) - where you can buy vacuum cleaners, Care collection and coffee machines online.

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