

2013 Updated Dishwasher Assortment

Product Development Group

4/5/13

Dishwasher Assortment Updates

Objective: Mid lifecycle refresh

- Strengthen Classic Line
 - Make the entry line even more competitive
 - *New* Features
 - *New* Display Panel
- Differentiate and Consolidate Mid Tier
 - Crystal Series
 - Revised front panel
 - Keep core features in tact
 - Dimension
 - Discontinue 'Plus' assortment
 - Add features to standard assortment
 - *New* AutoOpen Drying
 - Extra Quiet Program

No Price Increase!

Planned Launch: April 29, 2013

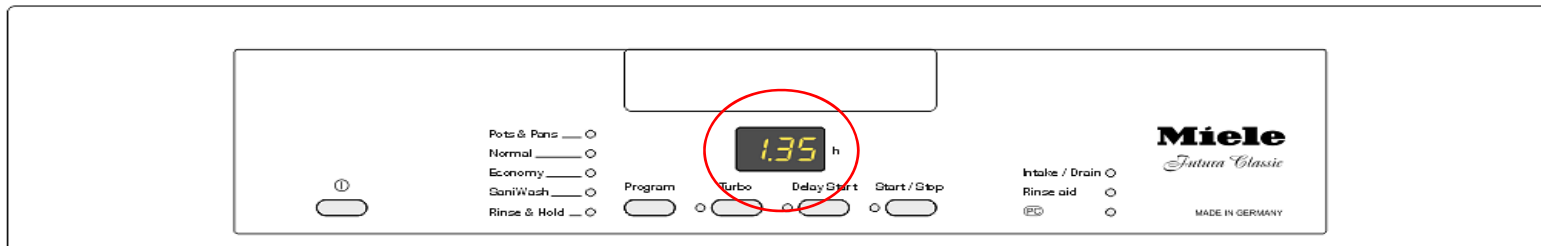


Dishwasher Assortment Updates

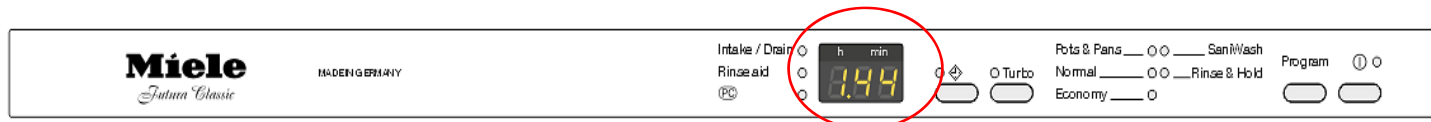
New 4225, 4281, 4286 Model Features

- Classic Line
 - **New** Front Panel with Remaining Time Indicator
 - 5 Wash Programs
 - **New** Turbo Mode
 - **New** Delayed Start
 - **New** Comfort Close
 - Updated FlexCare Basket

4225 Control Panel



4281/6 Control Panel

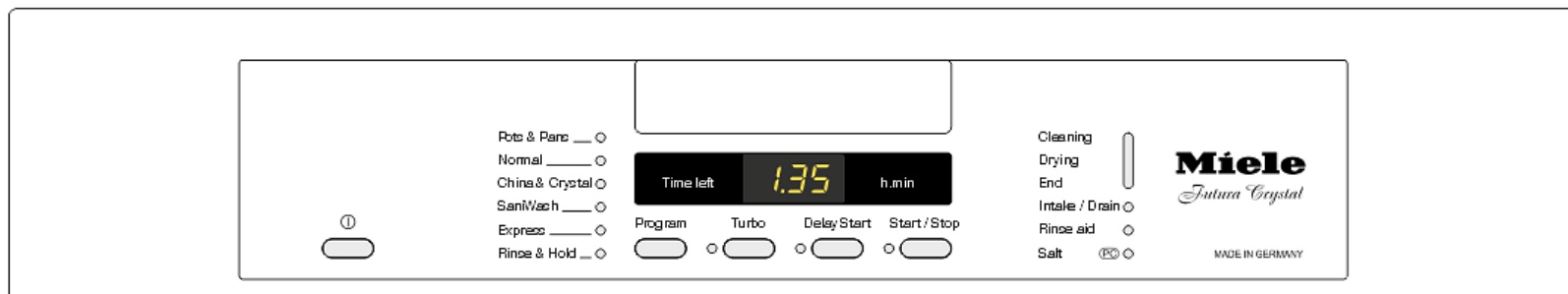


Dishwasher Assortment Updates

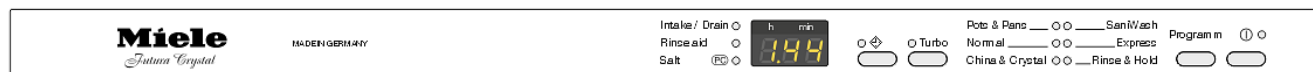
New 5225 and 5286 Model Features

- Crystal Line
 - Updated Front Panel
 - 6 Wash Programs
 - Perfect GlassCare
 - Integrated Water Softener
 - FlexCare Plus Basket Design

5225 Control Panel



5286 Control Panel

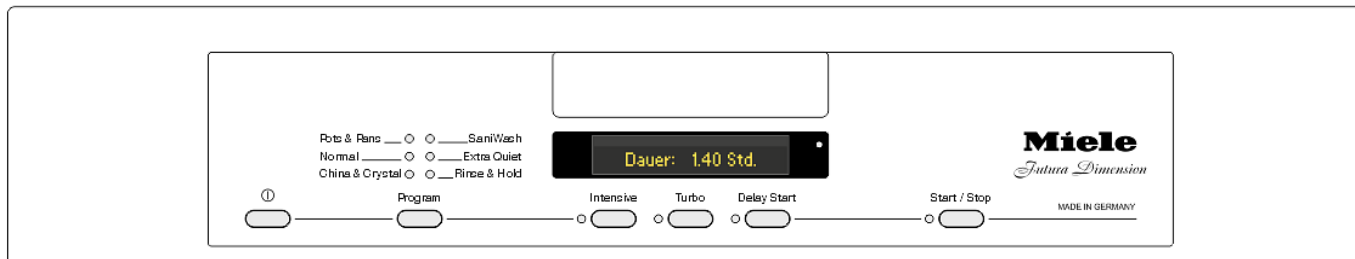


Dishwasher Assortment Updates

New 5605, 5670 and 5675 Model Features

- Dimension Line
 - *New* AutoOpen Drying
 - *New* ExtraQuiet Program
 - FlexCare Premium Basket Design
 - Premium Display

5605 Control Panel



5670/5 Control Panel



Dishwasher Assortment Updates

Existing 5915 and 5975 Model Features

- Diamond Line – *No change to features or controls*
 - Touch Control Panel
 - AutoOpen/AutoClose
 - BrilliantLight
 - RemoteVision™
 - FlexCare Deluxe Basket Design

5915 Control Panel



5975 Control Panel



Dishwasher Assortment SKU Overview

<i>Existing</i>			Replacement	<i>New</i>			
G4205 U	21 4205 27	Clean Steel	G4225 U	21 4225 27	Clean Steel		Classic
G4205 U	21 4205 24	Black	G4225 U	21 4225 24	Black		
G4205 U	21 4205 26	White	G4225 U	21 4225 26	White		
G4205 SC U	21 4205 37	Clean Steel	G4225 SC U	21 4225 37	Clean Steel		
G4205 SC U	21 4205 34	Black	G4225 SC U	21 4225 34	Black		
G4205 SC U	21 4205 36	White	G4225 SC U	21 4225 36	White		
G4275 SCVi SF	21 4275 64	Clean Steel	G4286 SCVi SF	21 4286 64	Clean Steel		
G4275 SCVi	21 4275 62	-	G4286 SCVi	21 4286 62	-		
G4270 SCVi	21 4270 62	-	G4281 SCVi	21 4281 62	-		
G 5105 U	21 5105 XX	Clean Steel	G5225 U	21 5225 27	Clean Steel		
G 5105 U	21 5105 XX	Black	G5225 U	21 5225 24	Black		
G 5105 U	21 5105 XX	White	G5225 U	21 5225 26	White		
G5105 SC U	21 5105 37	Clean Steel	G5225 SC U	21 5225 37	Clean Steel		Crystal
G5175 SCVi SF	21 5175 64	Clean Steel	G5285 SCVi SF	21 5285 64	Clean Steel		
G5175 SCVi	215175 XX	-	G5285 SCVi	21 5285 62	-		
G5505 SC U	21 5505 37	Clean Steel	G5605 SC U	21 5605 37	Clean Steel		Dimension
G5505 SCi (incl. GW)	21 5505 57	Clean Steel	G5605 SCi (pre-installed CLST GW)	21 5605 57	Clean Steel		
G5575 SCVi SF	21 5575 64	Clean Steel	G5675 SCVi SF	21 5675 64	Clean Steel		
G5575 SCVi	21 5575 62	-	G5675 SCVi	21 5675 62	-		
G5570 SCVi	21 5570 62	-	G5670 SCVi	21 5670 62	-		
G5705 SCU	21 5705 37	Clean Steel	Phase-Out, no replacement				Dimension Plus
G5705 SCi (incl. GW)	21 5705 57	Clean Steel	Phase-Out, no replacement				
G5775 SCVi SF	21 5775 64	Clean Steel	Phase-Out, no replacement				
G5775 SCVi	21 5775 62	-	Phase-Out, no replacement				
G5915 Sci	21 5915 57		No change				Diamond
G5975 SCVi SF	21 5975 64		No change				
G5975 SCVi	21 5975 62		No change				
G4500 SCi	21 4500 57		4510 Sci	21 4510 57			Slimline
G4570 SCVi	21 4570 62		4580 SCVi	21 4580 62			

Futura ProfiLine



ProfiLine key features



**Fastest
Dishwasher in
the World!**



**Futura Diamond
series specs**



**Available in 110V
and 208/240V
versions**



**Starting
April 1st 2013**

Futura ProfiLine key features

Futura Diamond Series Specs:

- **Brilliant Light**
- **3D Cutlery Tray**
- **FlexiCare Deluxe Basket System**
- **AutoOpen**
- **China & Crystal Program**
- **SensorDry**
- **EnergyStar**
- **5 year warranty**

ProfiLine Unique:

- **Salt Container in Door**
- **Powerful circulation pump (doubled capacity)**
- **48 dB**
- **ProfiLine Programs – Speed Cycle, Universal, Sanatize, Beer Glasses**
- **Traditional hose water connections**

ProfiLine launch

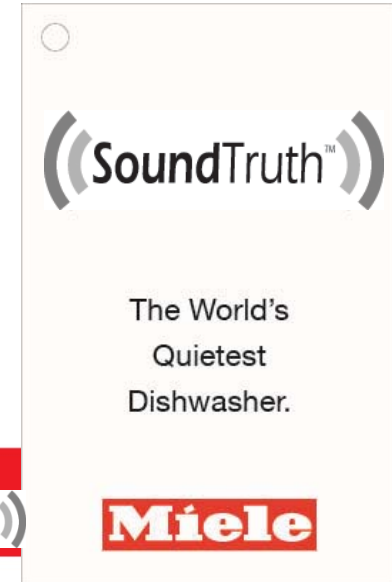


- Product Availability April 1st

Item	Model	UMRP	RETAIL
61808365USA	PG 8083 SCVi 120V 60Hz	\$ 3,999	\$ 4,199
61808366USA	PG 8083 SCVi 2N AC 208-240V 60Hz	\$ 3,999	\$ 4,199

Dishwashers – SoundTruth

- Miele customers deserve to know the true sound of a Miele dishwasher. A campaign will be crafted for 2013 to discuss SoundTruth – the true sound of Miele dishwashers based on testing
- NEW POS will be created to discuss the true sound of a Miele dishwasher as compared with a leading manufacturer
- Updates to current dishwasher POS



FlexiCare Deluxe Basket



The ultimate in flexibility and secure care with adjustable XL cup rack, wine glass holder and cookware needs.

+ denotes an upgrade from the previous model

Perfect GlassCare System



China & Crystal program features a built-in water softener for gentle and spotless care.



16 Wash Programs



16 wash programs produce premium results from delicate care to intensive cleaning.

BrilliantLight



Powerful LED lighting for perfect illumination of interior and fast, simple loading.

RemoteVision™ and 5-Year Warranty



Optional wireless technology connects your dishwasher to Miele's Service Center for 24/7 peace of mind.