

W1/T1 Refresh: July 2026



Laundry Assortment USA

July 2026 Refreshed Assortment

Diamond

Washer

WXR860

M Touch
+TwinDos
+Intense Wash



\$2,899

Dryer

TXR860

M Touch
SteamFinish



\$2,899

Washer

WXR960 WCS

M Touch
+ Black Door



\$2,999

Dryer

TXR960 WP

M Touch
+ Black Door
+ Wash2Dry
+ Steam




\$2,999

Platinum

WXI860

Comfort Sensor
+TwinDos
+Intense Wash



\$2,599

TXI680

Comfort Sensor
+Steam



\$2,499

WXF980 WCS

Direct Sensor White
+ TwinDos
+ Quick Intense Wash
+ Single Wash
- LED drum lighting



\$2,499

TXF360 WP


Direct Sensor White
+ Black Door
+ Wash2Dry
- Steam



\$2,399

WXF660

Comfort Sensor
+TwinDos




\$2,399

Gold

WWD660

Direct Sensor
+TwinDos



\$2,199

TWD360

Direct Sensor
+FragranceDos2



\$1,999

WXD160 **WWD160**




\$1,999 **\$1,999**


TXD160



\$1,899

WXC280 WCS

Direct Sensor White
+ Black Door



\$1,999

TXB360 WP

Direct Sensor White
+Wash2Dry



\$1,999

Combinations Possible!!

The New Assortment

	Current	Successor	Description	Material #	Article #	EAN	UMRP
WASHERS	WXD 160	WXC 280 WCS	WXC280 WCS SoftSteam DirectSensor washer	12962080	11XC2801NAM	4002516985624	\$1,999
	WWD 160						
	WWD 660						
	WXI 860	WXF 980 WCS	WXF980 WCS TwinDos&QuickIntenseWash DirectSensor washer	12962090	11XF9801NAM	4002516984702	\$2,499
	WXF 660						
	WXR 860	WXR 960 WCS	WXR960 WCS TwinDos&QuickIntenseWash M Touch washer	12864100	11XR9605NAM	4002516937944	\$2,999
DRYERS	TXD 160	TXB 360	TXB360 WP Solid Door DirectSensor heat-pump dryer	12819070	12XB3602NAM	4002516944966	\$1,999
	TWD 360						
	TXI 680	TXF 360	TXF360 WP DirectSensor heat-pump dryer	12819080	12XF3602NAM	4002516944737	\$2,399
	TXR 860	TXR 960	TXR960 WP Eco&Steam M Touch heat-pump dryer	12864160	12XR9602NAM	4002516940920	\$2,999

Why change the assortment?

- *Simplification: Good → Better → Best*
- *More logical progression of primary features/benefits by tier*
 - Gold models will continue to be the value leaders
 - Consolidate Platinum series by combining QuickIntenseWash and TwinDos into one model
 - Diamond Series continues to be the HALO product including the most advanced M-Touch interface
- *Easier mix-and-matching between tiers:*
 - Entry and mid-tier models feature Direct Sensor controls with white lettering and the same UI allowing mixing and matching of washers and dryers
- *Improve perception: all models will have a black door (except for entry-line dryer). Gives the illusion of a larger unit*



New Design: why it matters

Limiting perception-bias at retail and in the home

- White ring replaced by an Obsidian Black door with white ring
 - From a distance, the door appears to extend further outward towards the outer frame
 - Provides the illusion that the appliances are larger due to the larger proportion of black
- Even small details can be enough to entice the consumer to approach and want to learn more!

W1 Washers



Miele

W1
Steam

Sani	Max	Heavy soiled	🧺	🌡️	📱	🔒	2:50
Hot+	High	Lightly soiled	🧺	📱	<	>	
Hot	Med	SoftSteam	🧺	📱			
Warm+	Slow		🧺	📱			
Warm	🧺		🧺	📱			
Cold	🧺	Buzzer	🧺	📱			Start Add laundry

- Normal
- Delicates
- Sanitize
- Handwash
- Dress Shirts
- Darks/Denims
- MobileStart
- Express
- Extra White
- Outdoor
- Freshen-up
- Drain/Spin

WXC280 WCS

Washers Gold Class

WXD160 WCS



WWD160 WCS



WWD660 WCS



WXC280 WCS



Door Design:

White

Obsidian black with white ring

Obsidian black with white ring

Features:

TwinDos

Wash programs:

- Proofing, + Freshen Up

UMRP:

\$1,999

\$1,999

\$2,199

\$1,999

Connectivity:

Miele@Home

Miele@Home and Wash2Dry

Miele. Immer Besser.

WXD160 WCS vs WXC280 WCS: Key Differences

The New WXC280 WCS Washing Machine – Gold Class

What stays the same:

- *Core platform & capacity:* W1 front-loader, 8 kg / 18 lb, 1600 rpm max spin
- *Connectivity & dosing:* Miele@home, CapDosing, AutoClean detergent drawer, AddLoad
- *Quality:* Honeycomb Drum, stainless steel outer drum and ProfiEco motor
- *Electrical specs:* 120 V / 60 Hz / 15 A
- *Retail price*

What changes:

- *Door design:* Obsidian Black door with white ring
- *Connectivity function:* Wash2Dry (washer/dryer auto sync through Miele@home)
- *Wash programs:* same number, different options



WXD160 WCS vs WXC280 WCS: Program Changes



WXD160 WCS:

- 11 wash programs + MobileStart
 - Includes Proofing: to be used in conjunction with Impraprotect capsules (now discontinued)

WXC280 WCS:

- 11 wash programs + MobileStart
 - Proofing replaced by Freshen-up
 - MobileStart synchronizes with Wash2Dry in T1 models



Usable program options via the App

WXC280 WCS & WXF980 WCS

- Common consumer complaint with WXD160 WCS was pre-wash showing on the detergent compartment, but no option in the unit
- Prewash is not option on display for WXC280 WCS and WXF980 WCS but via MobileStart they are accessible!
 - Water+
 - Prewash
 - Soaking
 - EcoFeedback

Miele

W1
TwinDos & IntenseWash & Steam

Control panel with digital display showing 2:50. The display includes icons for a water tap, a moon, an information 'i' icon, and a lock icon. Below the display are navigation arrows and a 'Start Add laundry' button.

Sani	Max	TwinDos Whites
Hot+	High	TwinDos Colors
Hot	Med	SoftSteam
Warm+	Slow	SingleWash
Warm		
Cold		

- Normal
- Delicates
- Sanitize
- Handwash
- Dress Shirts
- Darks/Denims
- MobileStart
- QuickIntenseWash
- Express
- Extra White
- Freshen-up
- Drain/Spin

WXF980 WCS

Washer Platinum Class

WXF660 WCS



WXI860 WCS



WXF980 WCS



Door Design:	White with chrome ring	Obsidian black with white ring
Display:	White ComfortSensor	White DirectSensor
Features:		<i>No LED light</i>
Wash programs:	QuickIntenseWash SingleWash	QuickIntenseWash SingleWash
Connectivity:	Miele@Home	Miele@Home and Wash2Dry
UMRP:	\$2,399	\$2,599
		\$2,499

WXF660/WXI860 WCS to WXF980 WCS: Consolidation

Why consolidate from two models in the mid-range to one?

- *Good → Better → Best*: more clarity for consumers and salespeople
- *Better definition of benefits when selling upwards*
 - WXF660 only offered TwinDos and additional programs vs. WXI860 which added the IntenseWash system, QuickIntenseWash program, SingleWash
 - WXF980 combines the key benefits of both previous models, with the only sacrifice being some specialty wash programs
- *More opportunities to mix and match between tiers*: same control system on entry and mid-tier models
 - More freedom of choice for the consumer
- *Ease of use*: ComfortSensor controls were seen as less intuitive by consumers and more difficult to navigate during sales consultations



WXF660/WXI860 WCS vs. WXF980 WCS: Comparison

The New WXF980 WCS Washing Machine – Platinum Class

What stays the same:

- *Core platform & capacity:* W1 front-loader, 8 kg / 18 lb, 1600 rpm max spin
- *Connectivity & dosing:* Miele@home, CapDosing, AutoClean detergent drawer, AddLoad, TwinDos
- *Technology/Wash Capability:* IntenseWash system, QuickIntenseWash program, SingleWash option
- *Quality:* Honeycomb Drum, stainless steel outer drum and ProfiEco motor
- *Electrical specs:* 120 V / 60 Hz / 15 A

What changes:

- *Door design:* Obsidian Black door with white ring
- *Control type:* ComfortSensor becomes DirectSensor
- *Connectivity function:* Wash2Dry (washer/dryer auto sync through Miele@home)
- *Wash programs:* 20-22 now to 12
- *Drum lighting:* now only available in the Diamond tier



WXF660/WXI860 WCS vs. WXF980 WCS: Program Changes



WXF660/WXI860 WCS :

- 20-22 wash programs + MobileStart
 - Includes multiple specialty programs and options

WXF980 WCS:

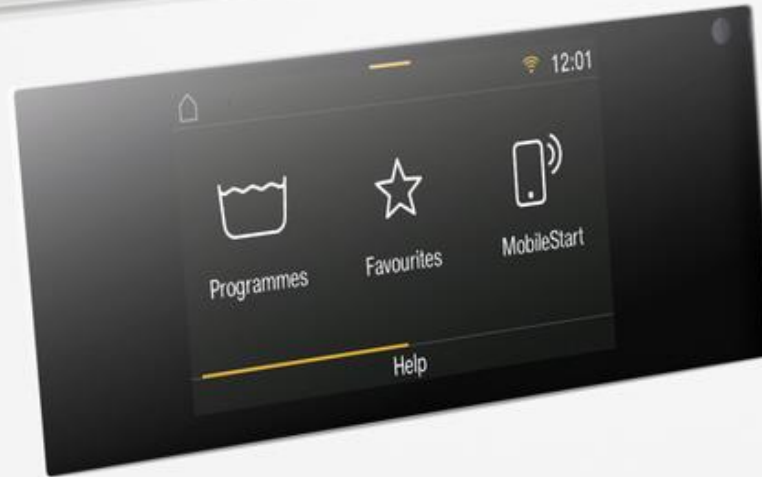
- 11 wash programs + MobileStart
 - Proofing replaced by Freshen-up
 - MobileStart synchronizes with Wash2Dry in T1 models
 - Outdoor program from WXC280 changed to QuickIntenseWash



Miele

Miele

W1 Excellence
TwinDos & IntenseWash



WXR960 WCS

Washer Diamond Class

WXR860 WCS



WXR960 WCS



Door Design: White with chrome ring

Obsidian black with chrome ring

Connectivity: Miele@Home

Miele@Home and Wash2Dry

UMRP: \$2,899

\$2,999

WXR860 WCS vs WXR960 WCS: Key Differences

The New WXR960 WCS Washing Machine – Diamond Class

What stays the same:

- *Core platform & capacity:* W1 front-loader, 8 kg / 18 lb, 1600 rpm max spin
- *Connectivity & dosing:* Miele@home, CapDosing, AutoClean detergent drawer, AddLoad, TwinDos
- *Technology/Wash Capability:* IntenseWash system, QuickIntenseWash program, SingleWash option
- *Control type:* M Touch
- *Quality:* Honeycomb Drum, stainless steel outer drum and ProfiEco motor
- *Wash programs:* 26
- *Electrical specs:* 120 V / 60 Hz / 15 A

What changes:

- *Door design:* Obsidian Black door with white ring
- *Connectivity function:* Wash2Dry (washer/dryer auto sync through Miele@home)
- *Control Design:* brushed metallic vs. chrome



WXR860 WCS vs WXR960 WCS: Program Changes



No changes to programming:

WXR860 WCS :

- 26 wash programs
 - 10 options possible (not applicable to all programs)

WXR960 WCS:

- 26 wash programs
 - 10 options possible (not applicable to all programs)



Miele

T1 Dryers



Miele

T1

Extra Perfect Dry
Normal
Hand iron
Machine Iron Gentle
Start
Add laundry

3:08

- Normal
- Delicates
- Bed Linens
- Woolens
- Dress Shirts
- Denims/Jeans
- MobileStart
- Wash2Dry
- Express
- Outdoor
- Proofing
- TimeDry/DryFresh

TXB360 WP

Dryer Gold Class

TXD160 WP



TWD360 WP



TXB360 WP



Door Design:

Solid

Obsidian black with chrome ring

Solid

Wash programs:

No Smoothing

Connectivity:

Miele@Home

Miele@Home and Wash2Dry

UMRP:

\$1,899

\$1,999

\$1,999

TXD160 WP vs TXB360 WP: Key Differences

The New TXB360 WP Dryer – Gold Class

What stays the same:

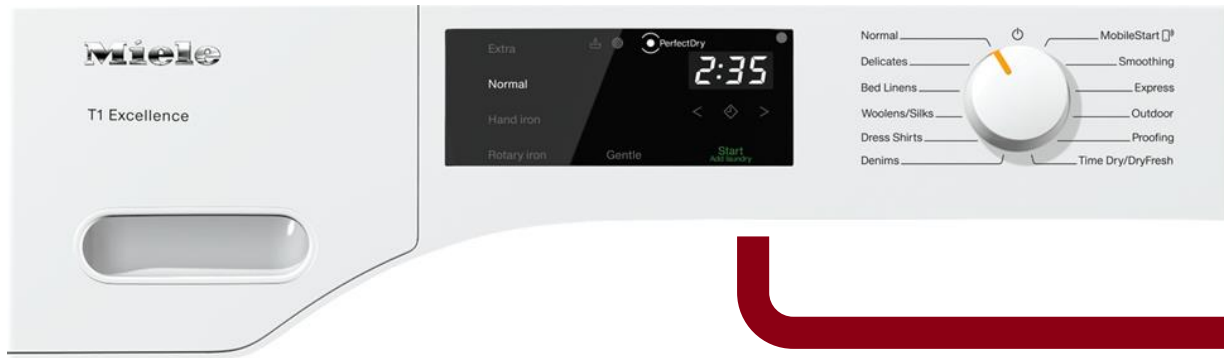
- *Core platform & capacity:* T1 front-loader, 8 kg / 18 lb
- *Connectivity & dosing:* Miele@home, PerfectDry, FragranceDos
- *Quality:* Honeycomb Drum and heat pump
- *Door design:* White
- *Electrical specs:* 120 V / 60 Hz / 15 A
- *Retail price*

What changes:

- *Connectivity function:* Wash2Dry (washer/dryer auto sync through Miele@home)
- *Drying programs:* 10



TXD160 WP vs TXB360 WP: Program Changes



TXD160 WP:

- 11 drying programs + MobileStart

TXB360 WP:

- 10 drying programs +
 - MobileStart
 - Wash2Dry
- Smoothing program replaced by Wash2Dry



Wash2Dry*



Synchronizes the wash and dry programs

- Benefit from networked appliances: your dryer automatically matches its program with your washing machine.
- Your washing machine uses the Wash2Dry networking function* to send the data to the tumble dryer at the end of the wash cycle. The tumble dryer then automatically selects the correct program.
- All you have to do is take your laundry out of the washing machine, put it into the tumble dryer, switch on the tumble dryer and select Wash2Dry.
- *For this function to work, the tumble dryer and washing machine must be registered in the in-house network and in the app.



Miele

T1

Perfect Dry

3:08

Extra

Normal

Hand iron

Machine Iron

Gentle

Start
Add laundry

- Normal
- Delicates
- Bed Linens
- Woolens
- Dress Shirts
- Denims/Jeans
- MobileStart
- Wash2Dry
- Express
- Outdoor
- Proofing
- TimeDry/DryFresh

TXF360 WP

Dryer Platinum Class

TXI680 WP



TXF360 WP



Door Design: White with chrome ring

Obsidian black with white ring

Display: White ComfortSensor

White DirectSensor

Wash programs:

No Steam

Connectivity: Miele@Home

Miele@Home and Wash2Dry

UMRP: \$2,499

\$2,399

TXI680 WP vs TXF360 WP: Key Differences

The New TXF360 WP Dryer – Platinum Class

What stays the same:

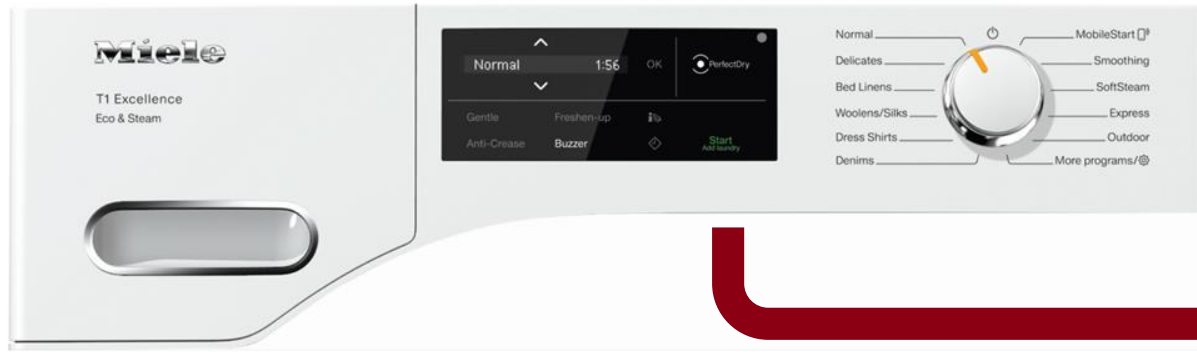
- *Core platform & capacity:* T1 front-loader, 8 kg / 18 lb
- *Connectivity & dosing:* Miele@home, PerfectDry, FragranceDos²
- *Quality:* Honeycomb Drum and heat pump
- *Electrical specs:* 120 V / 60 Hz / 15 A

What changes:

- *Door design:* Obsidian Black door with white ring
- *Connectivity function:* Wash2Dry (washer/dryer auto sync through Miele@home)
- *Drying programs:* 10
- *SoftSteam:* function now reserved for Diamond class
- *Retail price*



TXI680 WP vs TXF360 WP: Program Changes



TXI680 WP:

- 18 drying programs + MobileStart

TXF360 WP:

- 10 drying programs +
 - MobileStart
 - Wash2Dry

Miele

Miele

T1 Excellence
Eco & Steam



TXR960 WP

Dryer Diamond Class

TXR860 WP



TXR960 WP



Door Design: White with chrome ring

Obsidian black with chrome ring

Connectivity: Miele@Home

Miele@Home and Wash2Dry

UMRP: \$2,899

\$2,999

TXR860 WP vs TXR960 WP: Key Differences

The New TXB360 WP Dryer – Gold Class

What stays the same:

- *Core platform & capacity:* T1 front-loader, 8 kg / 18 lb
- *Connectivity & dosing:* Miele@home, PerfectDry, FragranceDos²
- *Control type:* M Touch
- *Quality:* Honeycomb Drum and heat pump
- *Steam function*
- *Electrical specs:* 120 V / 60 Hz / 15 A

What changes:

- *Door design:* Obsidian Black door with white ring
- *Connectivity function:* Wash2Dry (washer/dryer auto sync through Miele@home)
- *Control Design:* brushed metallic vs. chrome
- *Retail price*



TXR860 WP vs TXR960 WP: Program Changes



TXR860 WP:

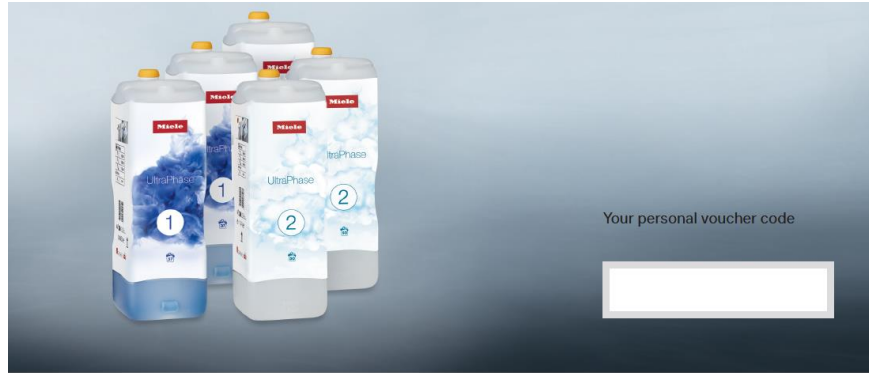
- 19 drying programs + MobileStart
 - 2 drying options (program dependent)

TXR960 WP:

- Same 19 drying programs and 2 program-dependent options +
 - MobileStart
 - Wash2Dry



Vouchers for TwinDos and FragranceDos



For customers in the USA

Para clientes en México

For your new Miele washing machine:

A gift to you from Miele - six-month supply* of detergent!

Receive a free Miele detergent set in fresh Aqua scent. One cartridge for each UltraPhase (1 & 2) is already supplied with your washing machine. Order now and stock up on additional cartridges (3 x UltraPhase 1 and 2 x UltraPhase 2).

All details explaining how to redeem your voucher is available at:

mieleusa.com/voucher

*Total of 4 x UltraPhase 1 and 3 x UltraPhase 2, which is sufficient for more than 140 wash cycles.

The voucher is only valid in the USA and can only be redeemed at mieleusa.com. The illustrations are only examples. No cash payment. Only one voucher code per order. Cannot be used for other campaigns. Selling the voucher is not permitted. The voucher can be redeemed until December 31, 2030.

Shipping and handling is free of charge.

Para tu nueva lavadora Miele:

¡Un regalo de Miele: detergente para seis meses*!

Recibe gratis un set de detergente Miele con fragancia Aqua. Tu lavadora incluye un cartucho para cada UltraPhase (1 y 2). ¡Ordena ahora y recibe cartuchos adicionales (3 UltraPhase 1 y 2 UltraPhase 2)!

*Un total de 4 UltraPhase 1 y 3 UltraPhase 2, suficiente para más de 140 ciclos de lavado.

El cupón es válido para Estados Unidos y México y solo se puede canjear en línea. Las ilustraciones son solo ejemplos. No se puede canjear por dinero en efectivo. Solo un código de cupón por pedido. No puede ser usado en otras campañas. La venta de este cupón no está permitida. El cupón se podrá canjear hasta el 31 de diciembre de 2030.

Todos los detalles sobre cómo canjear tu cupón están disponibles en:
miele.com.mx/voucher
Envío gratuito.

M-Nr. 11506891

The following disclaimer will be added to the vouchers for Canada:

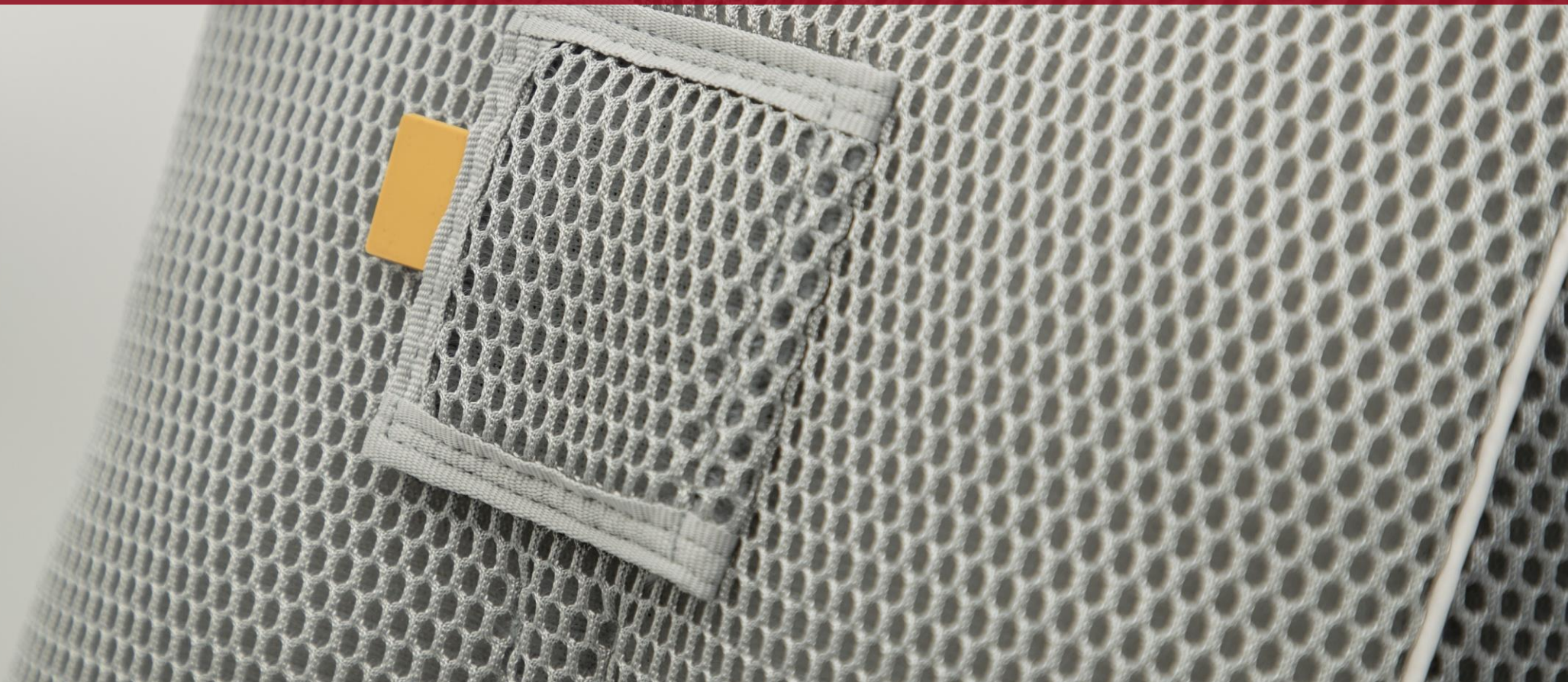
For customers in Canada:

One UltraPhase 1 and one UltraPhase 2 cartridge are included inside the appliance. A digital voucher code for three UltraPhase 1 and two UltraPhase 2 cartridges will be emailed to the address provided at purchase and must be redeemed on miele.ca. Please disregard this physical voucher included in the box.

Pour les clients au Canada

Un code de coupon numérique pour trois cartouches UltraPhase 1 et deux cartouches UltraPhase 2 sera envoyé par courriel à l'adresse fournie lors de l'achat et doit être utilisé sur miele.ca. Veuillez ignorer le coupon papier inclus dans la boîte.

SneakerWash: September 2026



The simple way to clean Sneakers



+ 3x



SneakerWash + 3x SneakerTabs



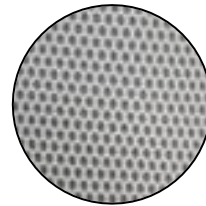
12x SneakerTabs



Product	Material #	Article #	EAN	UMRP
SneakerWash Bag	12850790	11997313EU1	4002516918677	\$89
SneakerTabs	12841520	11997311EU1	4002516901310	\$29

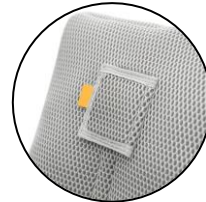
SneakerWash

Shoe bag for any washing machine.



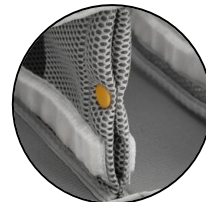
Max Protection

Optimum protection for shoes and drum: the 3-layer mesh fabric absorbs shocks during the washing process.



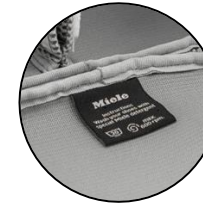
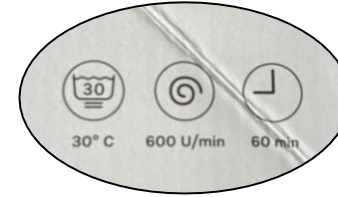
Cleaning System

The innovative washing system for sneakers: protective shoe wash bag and pre-dosed detergent tabs for sparkling clean shoes - simple, effective, gentle!



Lace Compartment

The laces can be placed in a special compartment between the shoes and cleaned at the same time.



Easy Wash

Sparkling clean shoes in just 60 minutes: Washing parameters (temperature, program & spin speed) are on the bag and the box



Single Dos

Special department for exactly one SneakerTab which is formulated for one pair of shoes – no worries about overdosing!



Cleaning Zones

Microfibre cleaning strips clean the sensitive soles and the transition from sole to shoe intensively.

SneakerTabs

Shoe detergent formulated for SneakerWash



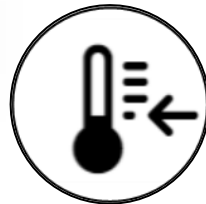
SingleDos

No worries about overdosing: One SneakerTab is perfectly dosed for one pair of shoes.



Long-lasting freshness

Long-lasting freshness with the special Miele fragrance – developed by perfumers in Provence.



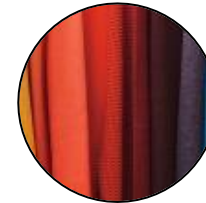
Cold-active effective

Effective from just 30 °C to protect shoe materials.



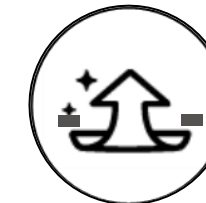
Gentle cleaning

Powerful stain remover thanks to effective and coordinated enzymes.



Colour protection

With colour-protection formula for brilliant colours – no discolouration.

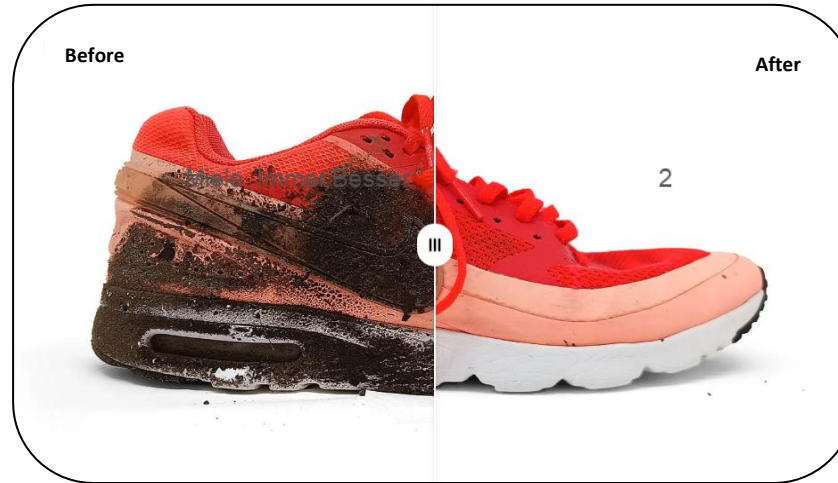


Specially developed

Developed for typical shoe soiling from soil and clay to grime, sweat and grass.

The cleaning results of SneakerWash

All shoes made of synthetic materials and natural textiles can be washed in the washing machine using the SneakerWash Bag and Tab.



Miele