

G 2002 Inspira Series Re-launch July 2010

Current Situation:

With the introduction of the G2000 generation and the redesign of the G2002, Miele has established and confirmed its innovation leadership in the dishwasher category. The 80th dishwasher anniversary in 2009 underlined the worldwide customer satisfaction with quality, perfect results and an ongoing stream of product improvements. The wide range and diverse assortment is offering solutions for all of the Miele customer's needs. Without thorough consultation however, the different categories from the Inspira to the LaPerla series can be complex and differentiation is not always emphasized strong enough.

Objective:

With the re-launch of the G2002 Inspira series, the Miele dishwasher classes will be easier to differentiate and the upgrade to the next class (Diamante Plus series) can be communicated without difficulty and visually presented at the point of sale. The entry-line and mid-range products will be more clearly defined and distinctive.

New product configuration:

The new Inspira models will be featuring the "Standard lower basket", model number GUK 60.20. With the change from the current "Upgraded standard lower basket", model number GUK 60.50, the stepping stone to the Diamante Plus is increased and becomes more visible. To reflect the re-launch in the model number, the last digit of the Inspira series products will be changed to "1". Example: G2142 → G2141.

Furthermore Miele will be discontinuing the Inspira "SCi" model. The integrated option is in the future reserved to the advanced product classes.

Pricing/Availability:

The update to the Inspira series will not be reflected in any price adjustment. Current retail pricing will remain unchanged.

The re-launch of the Inspira series is scheduled for July 5th, 2010. All orders will be automatically updated to the new models at this point.

Model Overview – Inspira Series

Model	Color	Item Number	EAN	UMRP	MAP	MSRP
G2141	white	21214126USA	4002514877914	\$1,049.00	\$1,099.00	\$1,199.00
G2141	black	21214124USA	4002514877891	\$1,049.00	\$1,099.00	\$1,199.00
G2141	CleanTouch Steel	21214127USA	4002514877907	\$1,149.00	\$1,199.00	\$1,299.00
G2141SC	white	21214126USA	4002514877914	\$1,149.00	\$1,199.00	\$1,299.00
G2141SC	black	21214134USA	4002514877921	\$1,149.00	\$1,199.00	\$1,299.00
G2141SC	CleanTouch Steel	21214137USA	4002514877938	\$1,249.00	\$1,299.00	\$1,399.00
G2181SCVi	-	21218162USA	4002514878874	\$1,249.00	\$1,299.00	\$1,399.00
G2181SCVi SF	CleanTouch Steel	21218164USA	4002514877969	\$1,499.00	\$1,549.00	\$1,649.00
G1181 SCVi	-	21118162USA	4002514878881	\$1,249.00	\$1,299.00	\$1,399.00

Standard lower basket (GUK 60.20)



- ✓ PlateGuard Plus, no StemGuard
- ✓ Fixed, non-removable spike insert