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**Miele Vacuums Rank Highest in Customer Satisfaction, Two Years in a Row**

*J.D. Power and Associates annual study ranks Miele upright and canister vacuums highest in class*

**Princeton, NJ** –For the second consecutive year, J.D. Power and Associates rank Miele vacuums highest in customer satisfaction. According to its 2013 Vacuum Customer Experience Benchmark Study, consumers ranked Miele vacuums highest in performance, styling and features in both the upright and canister vacuum categories.

“We are thrilled to see the results of this year’s J.D. Power and Associates Study,” said Anthony Delgaudio, Floor Care Product Manager for Miele. “The ranking is a testament to our commitment to provide consumers with the most effective vacuum system on the market today. We are maintaining a tradition of excellence that imparts outstanding German engineering, legendary filtration and unprecedented cleaning quality into every vacuum we produce.”

Now in its second year, the study measures satisfaction with upright and canister vacuums by examining six key factors: performance; ease of use; features; styling; price; and warranty.

Miele ranks highest in the upright segment (816) and performs particularly well in the performance, styling and features factors. In the canister vacuum category, Miele also ranks highest (805) performing particularly well in performance, ease of use and features.

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Suction power is the highest-rated attribute in both segments, and is the only attribute to receive a rating above eight (on a 10-point scale).

“All of our canister and upright vacuums feature a powerful 1200-watt Vortex Motor System™,” explained Delgaudio. “These Miele-made motors offer unsurpassed suction power to tackle the thickest plush carpets, yet remain gentle enough for cleaning delicate sheers and drapes. Some models even include an energy-saving automatic setting which automatically adjusts to the correct suction level for optimal cleaning results and energy saving power usage.”

The 2013 Vacuum Customer Experience Benchmark Study is based on responses from more than 5,000 customers who purchased an upright vacuum and/or a canister vacuum from February 2012 to February 2013. The study is designed to help customers with purchase decisions and to assist manufacturers in their efforts to meet customer needs.

#### **About Miele Vacuum Cleaners**

Miele vacuums are known for legendary performance, advanced filtration and brilliant design, setting the standard for floor care and cleaning worldwide. Miele’s long heritage of vacuum innovations dates back 84 years to the use of Bakelite as a sound dampener in 1927, the advent of convenient integrated tools and stunning fashion colors in the 1960s to the world’s first HEPA-certified vacuums in the 1990s.

Throughout the century, these award-winning advances have established Miele as the “must have” status vacuum – hailed as “so smart it could start its own Mensa chapter. ’Beyond the aforementioned accolades, design awards and sleek good looks, Miele continues to focus on making vacuuming easier through patented new technologies like the S7 SwivelNeck™ as well as longer cords, automatic flooring sensors, powerful Vortex Motor System™ and silence settings. Miele’s passion for quality and innovation has resulted in a vacuum that excels not only in cleaning performance, but also in the area of filtration. According to recent independent tests, there’s no other vacuum that removes dust, dirt and allergens as efficiently as a Miele canister or upright. Miele’s unique combination of AirClean FilterBag™, HEPA filter and Sealed System® design is 99.99+% effective in capturing lung-damaging particles. The key to this design is its hygienic self-closing AirClean FilterBag™ whose revolutionary multi-ply filtering material helps homeowners dispose of the captured particles without coming in contact with them. For more information, visit [www.airtruth.com](http://www.airtruth.com).

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**About J.D. Power and Associates**

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