

PRESS RELEASE

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**MIELE LAUNCH TWO NEW ECO-FRIENDLY VACUUM CLEANERS,
THE MIELE ECO-LINE AND MIELE HYBRID**

Miele, the premium manufacturer of domestic appliances, are proud to launch two new eco-friendly vacuum cleaners to their range. Like all Miele products, the new Miele Eco-line and Miele Hybrid vacuum cleaners are built to last up to twenty years.

The most exciting new development in the Miele range is the new Hybrid Vacuum cleaner, the first cylinder vacuum cleaner which combines mains-power and battery operation. This means you can charge the vacuum and carry it cordless to those hard to reach places such as the stairs, the garage and the biggest chore of all... the car! No longer do you need to risk passing cables through windows and door ways, simply charge the Miele Hybrid vacuum and away you go! The Miele Hybrid uniquely combines first-class cleaning performance with the freedom and unrestricted range and mobility of a cordless vacuum cleaner. The lithium ion battery provides a maximum of 20 minutes of vacuum cleaning and recharges automatically when connected to a power outlet, fully recharging in three hours. In battery mode the vacuum operates at 600W compared to 1800W using mains supply.

The Miele Eco-line sucks dirt not energy! The Miele 1300 W Eco-line Green model is notable for the option of adjusting the power use of the vacuum from 1300 W to 2200 W, allowing you to switch over a lower energy use setting when full power isn't necessary such as when cleaning smooth and hard flooring opposed to carpets or deep pile rugs. Other features of the Eco-line Green includes the Super Air Clean filter, six-stage rotary selector for different suction power for different tasks, a "Silence" mode for when you want to clean without bothering others, and a full assortment of on-board accessories that hide within the vacuum.

www.miele.ie

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