

Miele

Anything else is a compromise

FOR EVERY EDGE,
EVERY CURVE,
EVERY CORNER...

The new ultra maneuverable
S7 upright vacuum by Miele.

January 2009





Agility

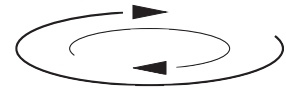
Miele Maximum **UNIQUE** Agility

A significant benefit of the Miele S7 is its innovative, patented SwivelNeck™ which allows steering in all directions. The SwivelNeck™ is so maneuverable the S7 can even be laid flat to the floor which makes getting under beds and other low furnishings easier than ever before. Using the foot switch, the casing is disengaged from the floor head and the rear wheels disappear into the body of the vacuum enhancing overall maneuverability without exertion on your body. Movements are fluid, natural and almost effortless.

The other key to nimbleness is smooth running front caster wheels that rotate 360-degrees and have non-marring rubber wheels that protect hard, smooth surfaces like tile and wood

flooring. The S7 negotiates obstacles with incredible ease and reaches into inaccessible places... between tables, chairs and under chairs. Unlike other vacuum concepts, the Miele S7 provides this maximum agility without making you carry the weight. Thanks to superior engineering, when the vacuum is reclined, the majority of weight is carried by the base electrobrush assembly making it easy to hold and remarkably easy to push.

Moving from hard flooring to carpeting? No problem. The floor switch raises the electrobrush making it smooth to jump from one surface to another. The electrobrush can be turned off, stopping the agitator bar, letting the suction power do all of the heavy lifting.



SWIVEL NECK



Convenience



Miele Built-in **UNIQUE** Conveniences

With the S7, useful accessory cleaning tools are always close at hand. With just a click, the flexible suction hose is ready for use. This 12-foot long hose and the lightweight stainless steel suction tube are ideal for cleaning entire staircases or other once inaccessible places. An innovative anti-tipping device on the S7 stops the vacuum from falling over (which is typical of other products) when using the above floor cleaning tools.



All Within Reach

Scratch sensitive furniture and decorative moldings are best cleaned using the dusting brush. Thanks to its soft bristles, this accessory is thorough yet gentle. The extra-long crevice nozzle is just the right tool to clean narrow, hard-to-reach nooks and crannies... like between sofa cushions, leaving no hiding places for even the smallest of crumbs. A large upholstery brush is the final on-board accessory and lets you quickly groom sofa and chair cushions... its exceptional when tackling pet hair and other debris.



All accessories fit the handle and the telescopic suction wand. And, because motor power can be regulated, delicate surfaces and fabrics such as curtains and lamp shades can easily be cleaned. Of course, the super-long power cord provides the ultimate convenience... vacuuming without inconvenient interruptions to switch power outlets. The S7 is equipped with a 39-foot long cord and together with its flexible suction hose and telescopic wand, offers a massive 54-foot operating radius... that's an amazingly convenient cleaning reach!



Performance

Miele UNIQUE Powerful Performer

The primary cleaning force behind any vacuum cleaner is its suction motor. As with all Miele floor care products, the S7 is equipped with a strong 1,200 watt Miele-made Vortex Motor System™. Our system guarantees optimal airflow and is designed to Miele's 20-year life design protocol. And, despite its power, the Vortex Motor System™ is remarkably quiet. Vacuuming in peace for decades... that's S7 by Miele.



Miele UNIQUE Intelligent Automatic Setting

When the automatic motor control setting is engaged, on select models, the power level of the vacuum cleaner adjusts automatically to suit the surface currently being cleaned and ensures the most thorough results. And because the guesswork has been eliminated, there is no need for you to adjust the power level yourself... now that's technology working for you!



Miele UNIQUE Innovative Adjustment

Thorough yet gentle cleaning of deep pile carpeting even when the depth of pile varies. This is why Miele S7 offers an innovative automatic height adjustment feature. The key component is the electrobrush. The electrobrush has a unique roller brush assembly (the roller brush is the agitator bar that, when spinning, separates carpet fibers allowing the suction power of the vacuum to lift dust and debris lodged deep down in the carpeting) which is flexible and spring-loaded to adapt to different carpet heights and floor coverings. The electrobrush follows the contour of the

floor, reaching dust particles found in the depths of deep pile carpeting while the floor head always maintains optimal surface contact allowing consistent air flow. The height adjustment on Miele's S7 is truly automatic requiring absolutely no manual intervention. Miele S7 is gentle on your carpets, penetrating the pile only to the depth necessary. And thanks to its own powerful 4,800 RPM motor, the roller brush can be turned on and off separately allowing quick transitions to or from smooth flooring to carpeting. Gentle cleaning at the highest level.



Hygiene

Miele Original **UNIQUE** Sealed System™

For over 80 years, our research, development and quality control laboratories have tested methods to effectively pick up and, most importantly, retain dust and other indoor air pollutants. After collecting volumes of data, engineers and designers continue to reach the firm conclusion that Miele's system is the most effective and hygienic method of removing particulate matter from the home.

Miele's exclusive combination of a unique Sealed System™ design in combination with the following three elements

ensure your indoor air quality is pure:

- use of the very best raw materials available;
- revolutionary, electrostatically charged HyClean™ filtering dustbag with an innovative spring-loaded collar that traps debris;
- a selection of high-quality filter cartridges, including a certified HEPA filter (standard with every S7 vacuum).

We, at Miele, recommend that you exercise caution when evaluating other

vacuum filtration systems, as there are many gimmicks that do not work as effectively or scientifically. As this is an area where the results can be devastating to young or elderly lungs, or to anyone who suffers from allergies or asthma, you may want to visit a local authorized Miele dealer to discuss the importance of the indoor air quality in your home and how a Miele S7 vacuum cleaner can not only protect it, but also improve it. You can be connected to your local Miele dealer by calling 800.579.4583 or by visiting our convenient dealer locator on miele.com.



Reliability

Miele **UNIQUE** Legendary Quality and Durability

Miele has been producing floor care products renowned for their quality and durability for over 80 years.

Now with more than a million vacuums leaving its Bielefeld, Germany plant each year, Miele is the largest family owned and operated floor care manufacturer in the world.

One reason for Miele's excellent product quality is the use of intelligent technology ensuring precise and rational production. Another reason is the close proximity between production

and quality control engineering. Key components are not simply purchased on the open market, they are developed and produced by Miele. They must be. Miele's legendary 20-year life design mandates the strictest quality control levels that adhere to a 110 year pledge of Immer Besser (or Forever Better).

A high quality, world class product takes shape in the hands of skilled line workers at Miele. With care, concentration and respectful attention to detail, each S7 vacuum cleaner is crafted.



Product Assortment

S 7280 Models

POWER

- 2-motor system, with separate control for electrobrush
- Powerful 1,200-watt Miele-made Vortex Motor System™ providing strong suction power
- High-speed 4,800 RPM electrobrush motor
- Motor protection indicator
- Revolutionary electrobrush, patented SwivelNeck™, 360-degree front castor wheels and exclusive automatic height adjustment
- 4-stage suction control via rotary dial

FILTRATION

- Sealed System™ construction
- Unique HyClean™ filtering dustbag
- Dustbag change indicator
- Active HEPA filter

ACCESSORIES

- 12-foot integrated flexible hose
- 4 fully integrated accessories: dusting brush, upholstery tool, crevice nozzle and lightweight, telescopic stainless steel wand
- Anti-tipping device for enhanced stability when using above the floor cleaning accessories
- LED headlight for maximum visibility
- Reinforced ergonomic handles (for operation and carrying)
- Low profile electrobrush pass under low clearance furnishings
- 39-foot electrical cord
- 54-foot overall cleaning radius

S 7580 Models

Automatic controls make cleaning even easier!

Miele S 7580 models embody all of the valuable attributes of the S 7280 with several enhancements:

- Electronic controls with easy-touch +/- controls
- Automatic motor setting detects and responds with optimum suction power for the surface being cleaned
- Additional brilliant colors to choose from!

S 7280
Jazz



S 7280
Salsa



S 7280
Calypso



S 7580
Bolero



S 7580
Tango



S 7280
Swing



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A Celebration, 80 Years in the Making

The introduction of the S7 upright series marks yet another industry milestone for Miele. Many patents and trademarks stem from over six years of intense research and development on this product alone.

To celebrate this, we invite you to log onto to miele.com, beginning February 2009, and enter our celebratory "Cleaning of Life" Sweepstakes. No purchase is required and you could win a prize package including a Miele washer, dryer and detergents worth \$5,000! Complete sweepstakes participation rules will be posted when the promotional period begins.



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