

## Sales Information

Dept/Our ref.  
Marketing/Sales

Date  
03/09/2024

No.  
023/2024

AUS  (tick box)  
NZ  (tick box)

MCA Executive Management  (tick box)  
Owners / Proprietors  (tick box)  
Floor Staff  (tick box)

## Miele October 2024, Promotion.

Please find below details outlining the Miele Promotion for October, 2024.

### Promotion Summary

Theme:

Once a Miele,  
**Always a Miele.**

Created as a commitment to your home, our appliances will exceed your expectations every day for years and years to come. Discover why you should love what you live with.

Once a Miele. **Always a Miele.**

What is the promotional offer to support the October promotion?

October 2024:

Cooking:

- **Enjoy savings of up to \$500\*** on selected Miele kitchen appliances.
  - **Save up to \$450** on selected Miele ovens.
  - **Save up to \$500** on selected Miele steam ovens.
  - **Save \$150** on selected Miele microwaves.
  - **Save up to \$250** selected Miele Gourmet warming drawers & Vacuum sealing drawers.
  - **Save up to \$400** selected Miele coffee machines.
  - **Save \$200** on selected Miele induction cooktops.
  - **Save \$200** on selected Miele rangehoods.
    - Promotion date: 01/10/2024 – **28/10/2024**.
- **Enjoy savings of 20%\*** on Miele Dialog oven.
  - Promotion date: 01/10/2024 – **28/10/2024**.

\***Save \$800** on Miele H 7890 BP C/S oven.

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### Laundry:

- **Enjoy \$600\*** on selected Miele Laundry packages.
  - **Save \$200** on selected Miele WWD 660 and WWH 860 washing machines & TWD 660 WP dryer
    - Promotion date: 01/10/2024 – 28/10/2024.
  - o **Save an additional \$200** when Miele washing machine and tumble dryer are bought as a package.
- **Enjoy savings of \$200\*** on Miele B 4847 FashionMaster steam ironing system
  - Promotion date: 01/10/2024 – 28/10/2024.
- **BONUS 12 month supply of UltraPhase detergent**
  - o With the purchase of WWI 860 washing machine.
- **BONUS 12 month supply of Fragrance Flacon**
  - o With the purchase of TWL 780 WP dryer.
    - Promotion date: 01/10/2024 – 31/10/2024.

### Dishwasher:

- **BONUS 12 month supply of PowerDisk** with the purchase of G 7180 SCVi or G 7185 SCVi XXL dishwashers.
  - Promotion date: 01/08/2024 – 31/12/2024.

\*Terms and Conditions apply, see Miele.com.au/promotions for details. Strictly while stocks last.

## October 2024

Category	Miele promotion	Duration	Terms and Conditions
Cooking	<p><b>Enjoy savings of up to \$500*</b> on selected Miele kitchen appliances</p> <p><b>Save up to \$450</b> on selected Miele ovens.</p> <p><b>Save up to \$500</b> on selected Miele steam ovens.</p> <p><b>Save \$150</b> on selected Miele microwaves.</p> <p><b>Save up to \$250</b> selected Miele Gourmet warming drawers &amp; Vacuum sealing drawers.</p> <p><b>Save up to \$400</b> selected Miele coffee machines.</p>	<p>Promotion effective 1 to <b>28 October 2024.</b></p>	<p>* Promotion effective 1 to <b>28 October 2024.</b> Strictly while stocks last.</p> <p><b>Ovens</b></p> <p>H 7260 BP CLST, save \$250            H 7264 BP CLST, save \$250            H 7264 BP BRWS, save \$250            H 7264 BP OBSW, save \$250            H 7264 BP GRGR, save \$250            H 7464 BP C/S, save \$300            H 7464 BP BRWS, save \$300            H 7464 BP OBSW, save \$300            H 7464 BP GRGR, save \$300            H 7464 BPX BRWS, save \$300            H 7464 BPX OBSW, save \$300            H 7464 BPX GRGR, save \$300            H 7660 BP C/S, save \$350            H 7660 BP BRWS, save \$350            H 7660 BP OBSW, save \$350            H 7660 BP GRGR, save \$350</p>

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	<p><b>Save \$200</b> on selected Miele induction cooktops.</p> <p><b>Save \$200</b> on selected Miele rangehoods.</p> <p><b>*Save \$800</b> on Miele H 7890 BP C/S oven.</p> <p><b>Plus an additional saving of:</b> 10% for 5 appliances.# 7.5% for 4 appliances.# 5% for 3 appliances.#</p> <p><b>for kitchen appliance packages.</b></p> <p>Offer ends 28 October 2024. Strictly while stocks last.</p>		<p>H 7860 BP C/S, save \$450 H 7860 BP BRWS, save \$450 H 7860 BP OBSW, save \$450 H 7860 BP GRGR, save \$450 H 7860 BPX BRWS, save \$450 H 7860 BPX OBSW, save \$450 H 7860 BPX GRGR, save \$450 H 7890 BP C/S, save \$800</p> <p><b>Combi oven:</b> H 7440 BM C/S, save \$250 H 7440 BM BRWS, save \$250 H 7440 BM OBSW, save \$250 H 7440 BM GRGR, save \$250 H 7440 BMX BRWS, save \$250 H 7440 BMX OBSW, save \$250 H 7440 BMX GRGR, save \$250 H 7840 BM C/S, save \$350 H 7840 BM BRWS, save \$350 H 7840 BM OBSW, save \$350 H 7840 BM GRGR, save \$350 H 7840 BMX BRWS, save \$350 H 7840 BMX OBSW, save \$350 H 7840 BMX GRGR, save \$350</p> <p><b>Steam oven:</b> DG 7440 CLST, save \$200 DG 7440 BRWS, save \$200 DG 7440 OBSW, save \$200 DG 7440 GRGR, save \$200</p> <p><b>Combi steam oven:</b> DGC 7250 CLST, save \$200 DGC 7450 BRWS, save \$200 DGC 7450 OBSW, save \$200 DGC 7450 GRGR, save \$200 DGC 7450 CLST, save \$200 DGC 7440 HC Pro BRWS, save \$300 DGC 7440 HC Pro OBSW, save \$300 DGC 7440 HC Pro GRGR, save \$300 DGC 7440 HC Pro CLST, save \$300 DGC 7440 HCX Pro BRWS, save \$300 DGC 7440 HCX Pro OBSW, save \$300 DGC 7440 HCX Pro GRGR, save \$300 DGC 7460 HC Pro BRWS, save \$300 DGC 7460 HC Pro OBSW, save \$300 DGC 7460 HC Pro GRGR, save \$300 DGC 7460 HC Pro CLST, save \$300 DGC 7840 HC Pro BRWS, save \$400 DGC 7840 HC Pro OBSW, save \$400 DGC 7840 HC Pro GRGR, save \$400 DGC 7840 HC Pro CLST, save \$400 DGC 7840 HCX Pro BRWS, save \$400 DGC 7840 HCX Pro OBSW, save \$400 DGC 7840 HCX Pro GRGR, save \$400 DGC 7845 HC Pro BRWS, save \$400 DGC 7845 HC Pro OBSW, save \$400 DGC 7845 HC Pro GRGR, save \$400 DGC 7845 HC Pro CLST, save \$400 DGC 7845 HCX Pro BRWS, save \$400</p>
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<p><b>Cooking</b></p>	<p><b>Enjoy savings of 20%*</b> on Miele Dialog oven.</p> <p><b>Plus an additional saving of:</b>          10% for 5 appliances.#          7.5% for 4 appliances.#          5% for 3 appliances.#</p> <p><b>for kitchen appliance packages.</b></p> <p>Offer ends <b>28 October 2024.</b>          Strictly while stocks last.</p>	<p>Promotion effective 1 to <b>28 October 2024.</b></p>	<p>* Promotion effective 1 to <b>28 October 2024.</b>          Strictly while stocks last.</p> <p><b>Save 20% on Miele Dialog ovens</b>          DO 7860 Dialog oven CLST, <b>Save \$1,999.80</b>          DO 7860 Dialog oven BRWS, <b>Save \$1,999.80</b>          DO 7860 Dialog oven OBSW, <b>Save \$1,999.80</b>          DO 7860 Dialog oven GRGR, <b>Save \$1,999.80</b></p> <p>Applicable to new customer orders placed during promotional period. Conditions apply. Offer does not apply to Project orders, Professional products, damaged, display or run-out models. Strictly while stocks last.</p>

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Laundry	<p><b>Enjoy savings of \$600*</b> on selected Miele washing machine and dryer packages.</p> <p><b>SAVE \$200</b> on WWD 660 and WWH 860 washing machines &amp; TWD 660 WP dryers.</p> <p><b>SAVE an additional \$200</b> when Miele washing machine and tumble dryer are bought as a package.</p> <p>Offer ends 28 October 2024. Strictly while stocks last.</p>	Promotion effective 1 to 28 October 2023.	<p>* Promotion effective 1 to 28 October 2023. Strictly while stocks last.</p> <p><b>Save \$200:</b>          WWD 660 washing machine          WWH 860 washing machine          TWD 660 WP dryer</p> <p><b>SAVE an additional \$200</b> when Miele washing machine and tumble dryer are bought as a package.</p> <p>Applicable to new customer orders placed during promotional period. Conditions apply. Offer does not apply to Project orders, Professional products, damaged, display or run-out models. Strictly while stocks last.</p>
Laundry	<p><b>Enjoy savings of \$200*</b> on Miele B 4847 FashionMaster steam ironing system.</p> <p>Offer ends 28 October 2023. Strictly while stocks last.</p>	Promotion effective 1 to 28 October 2023.	<p>* Promotion effective 1 to 28 October 2023. Strictly while stocks last.</p> <p><b>Save \$200:</b>          B 4847 FashionMaster steam ironing system</p> <p>Applicable to new customer orders placed during promotional period. Conditions apply. Offer does not apply to Project orders, Professional products, damaged, display or run-out models. Strictly while stocks last.</p>
Dishwasher	<p><b>BONUS 12 month supply of PowerDisk</b> with the purchase of</p>	Promotion effective 1 August	<p>* Promotion effective 1 August to 31 December 2024. Strictly while stocks last.</p> <p><b>BONUS 12 month supply of PowerDisk</b> with</p>

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	<p>G 7180 SCVi or G 7185 SCVi XXL dishwashers.</p> <p><b>Plus an additional saving of:</b>          10% for 5 appliances.#          7.5% for 4 appliances.#          5% for 3 appliances.#</p> <p><b>for kitchen appliance packages.</b></p> <p>Offer ends 31 December 2024.          Strictly while stocks last.</p>	<p>to 31 December 2024.</p>	<p>the purchase of G 7180 SCVi or G 7185 SCVi XXL dishwashers.</p> <p>Annual requirement based on 1 PowerDisk per month (20 cycles), therefore 12 PowerDisk per year. Initial supply of 6 PowerDisk is supplied via voucher redemption within the outlined G7000 dishwasher, the subsequent 6 PowerDisk will be delivered separately to the dishwasher.</p> <p>Applicable to new customer orders placed during promotional period. Conditions apply. Offer does not apply to Project orders, Professional products, damaged, display or run-out models. Strictly while stocks last. Only one claim is permitted per product sold.</p> <p>See in-store for expected delivery date, however due to high demand and external factors (such as logistics and supply chain constraints), delivery may be delayed.</p> <p><b>Plus an additional saving of:</b>          10% for 5 appliances#          7.5% for 4 appliances#          5% for 3 appliances#</p> <p>for kitchen appliance packages.</p> <p>Learn more about the everyday Miele Kitchen Package Benefit# and save.</p> <p>*#Terms and Conditions apply, see <a href="https://Miele.com.au/promotions">Miele.com.au/promotions</a> for details.</p>
<p><b>Laundry</b></p>	<p><b>BONUS 12 month supply of UltraPhase detergent</b> with the purchase of WWI 860 washing machine.</p> <p><b>BONUS 12 month supply of Fragrance Flacon</b> with the purchase of TWL 780 WP dryer.</p> <p><b>Save an additional \$200</b> when Miele washing machine and tumble dryer are bought as a package.</p> <p>Offer ends 31 December 2024.          Strictly while stocks last.</p>	<p>Promotion effective 1 March 2024 to 31 December 2024.</p>	<p>* Promotion effective 1 March 2024 to 31 December 2024. Strictly while stocks last.</p> <p><b>BONUS 12 month supply of UltraPhase detergent</b> with the purchase of WWI 860 washing machine:          Annual requirement consists of 6x UltraPhase 1 + 4x UltraPhase 2 bottles per year which equates to 5x TwinDos wash loads per week with a standard load size 4.5kg. Initial supply of 5 UltraPhase bottles (3 x UltraPhase 1 and 2 x UltraPhase 2) is supplied via voucher redemption within the outlined WWI 860 washing machine, the subsequent 5 UltraPhase bottles (3 x UltraPhase 1 and 2 x UltraPhase 2) will be delivered separately to the washing machine. Only one claim is permitted per product sold. See in-store for expected delivery date, however due to high demand and external factors (such as logistics and supply chain constraints), delivery may be delayed</p>

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			<p><b>BONUS 12 month supply of Fragrance Flacon</b> with the purchase of TWL 780 WP dryer: Annual requirement consists of 3 Fragrance flacons which equates to 150 drying cycles. 1 Miele Fragrance Selection (consisting of 1x Aqua fragrance, 1x Nature fragrance, 1x Cocoon fragrance) <b>will be delivered separately to the tumble dryer</b>. Only one claim is permitted per product sold. See in-store for expected delivery date, however due to high demand and external factors (such as logistics and supply chain constraints), delivery may be delayed.</p> <p><b>SAVE an additional \$200</b> when Miele washing machine and tumble dryer are bought as a package.</p> <p>Applicable to new customer orders placed during promotional period. Conditions apply. Offer does not apply to Project orders, Professional products, damaged, display or run-out models. Strictly while stocks last.</p> <p>See in-store for expected delivery date, however due to high demand and external factors (such as logistics and supply chain constraints), delivery may be delayed.</p>
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### On-going promotions:

Category	Miele promotion	Duration	Terms and Conditions
<b>Cooking</b> <b>Refrigeration</b> <b>Dishwasher</b>	<p><b>Enjoy the benefits of next-generation lifestyle innovations.</b></p> <p>With these package offers:</p> <p><b>Save 5%</b> when you buy 3 Miele kitchen appliances.#</p> <p><b>Save 7.5%</b> when you buy 4 Miele kitchen appliances.#</p> <p><b>Save 10%</b> when you buy 5 or more Miele kitchen appliances.#</p>	<p>Effective from 1 January 2020.</p>	<p>Miele Kitchen Package Promotion effective for orders placed from 1 January 2020.</p> <p>#Product categories included are:</p> <p>Built-In cooking appliances, cooktops, rangehoods, freestanding cookers, dishwashers and refrigeration. Offer excludes laundry appliance categories (washing machines, dryers and ironers) and floorcare.</p> <p>Offer does not apply to Project orders, Professional products, damaged or display models.</p> <p>Package discount is applied at point of purchase.</p>



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<b>Laundry</b>	<b>Save \$200</b> on Miele Laundry Appliance Packages	On-going	<p>Customers have up to 90 days from date of purchase of their washing machine to purchase the matching tumble dryer at the package price saving.</p> <p>Saving applies to tumble dryer model purchased. Non-matching Miele washing machine and tumble dryer packages can be purchased.</p> <p>Cannot be used in conjunction with any other offer.</p>
<b>Laundry</b>	<b>30 day money back guarantee on Miele washing machines and tumble dryers</b>	On-going	30 day money back guarantee applies to the range of Miele washing machines and tumble dryers. The time limit takes effect from the time of customer delivery.
<b>Cooking</b>	<b>30 day money back guarantee on Miele steam ovens</b>	On-going	30 day steam oven money back guarantee. If, within 30 days of delivery, you are not totally satisfied with your Miele steam oven, you may return the unit (in the condition in which it was delivered, including all accessories, instructions and original packaging) to your nearest Miele Branch office. This 30 day limit takes effect from time of customer delivery.

Thank you for supporting this initiative and we look forward to this campaign driving strong sales.

Yours faithfully,

**MIELE AUSTRALIA Pty. Ltd.**