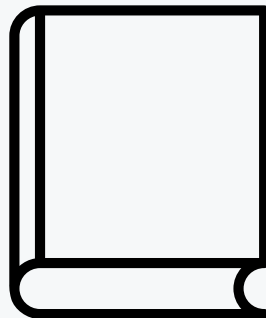


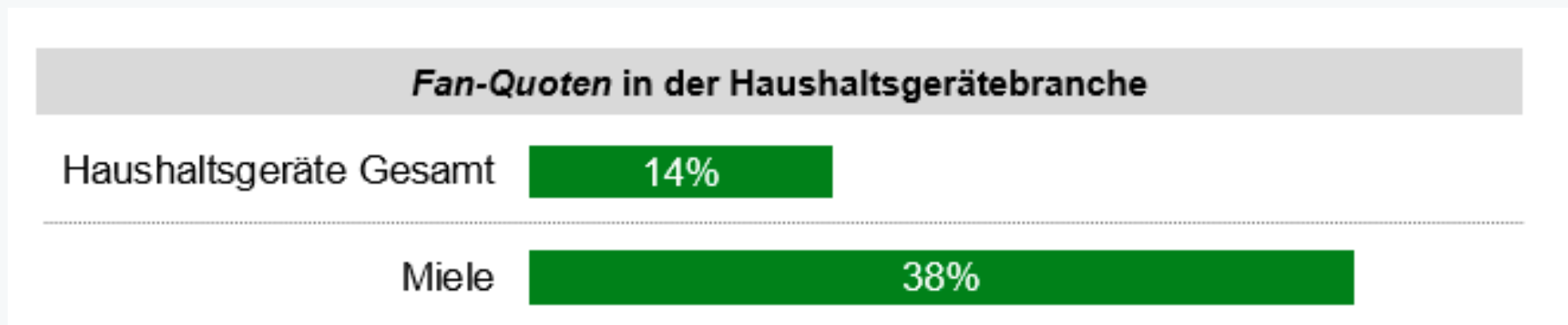

Miele

**Performance &
Communication**

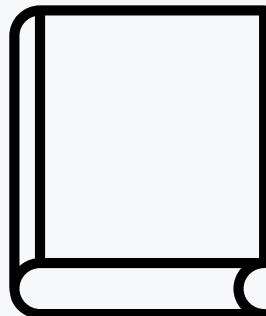
Perfectly Orchestrated



Miele has a very high Fan Rate



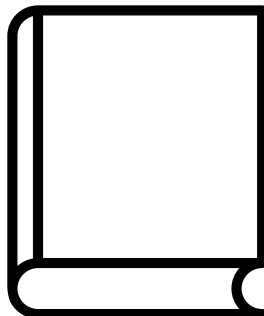
Why is Miele so much **better** than the **industry average**?



**Miele concentrates on a
brand promise – and
orchestrates it perfectly!**

**"Immer Besser"
"Always Better"**

Miele



Miele

Performance



Miele stands for **quality**: The products are manufactured with the **best materials** and endure demanding **tests**.



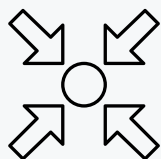
Miele invests a great deal of resources into **research** and **development**.



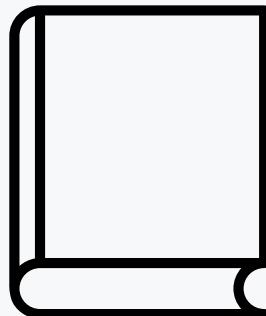
There is a **focused** product policy: Miele does not offer **everything**, but always the **best**.



Miele continues to sell its products **exclusively** through specialist dealers - with **high standards**.



All products are sold only under the brand "**Miele**" - there is no dilution by secondary **brands**.







Miele

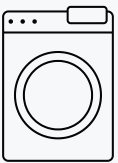
Communication



Miele stands for quality: The brand promise "Always Better" has a long **tradition** and creates a basis for **identification**.



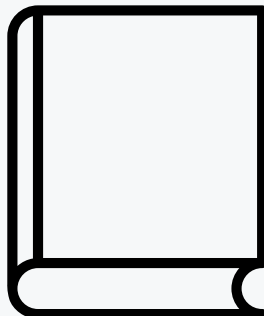
As a family-owned company, Miele communicates **sustainability** and **reliability** to the outside world – this pays off in terms of perceived **quality**.



The statement "Miele washing machines last 20 years" has successfully established itself in the minds of **customers** and **non-customers** alike.



Miele uses prominent and reliable authenticating seals and brand **awards** to underscore its position as a **quality leader**.

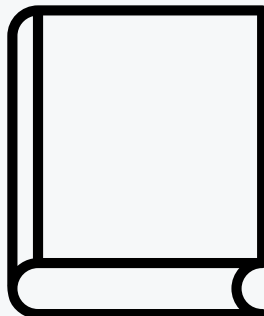


Miele has successfully established itself as a **quality brand** and fulfills this **positioning** on the **performance** side, as well.

Miele

This interplay ensures that customers perceive a **sense of uniqueness** and **identification** – the prerequisites for:

FAN Customers



More in the book

