

FOR IMMEDIATE RELEASE

Miele Introduces New Guard Series: The Latest Innovation in Canister Vacuums

Available for pre-order now. Official launch August 7, 2025.

Toronto, ON – July 28, 2025 – With nearly a century of heritage in floorcare excellence, Miele is proud to unveil the largest bagged vacuum cleaner initiative in the company's history: the launch of the new Guard Series. Building on the unprecedented success of the Complete C3, Miele introduces the Guard L1, M1 and S1 models, a next-generation product family that sets new benchmarks in design, performance, hygiene and user convenience.

Pre-Order Now and Receive a Free Universal Brush

The Guard Series is available for pre-order, ahead of its official Canadian launch on August 7, 2025. As a special offer, customers who pre-order will receive a free Universal Brush, valued at \$49.99. This offer is valid until August 6, 2025, while quantities last. Pre-orders will begin shipping on or after August 7.

"The Guard Series represents a bold step forward for Miele in Canada," says Ekaterina Dobrokhotova, Vice President of Marketing at Miele Canada. "It reflects our ongoing commitment to delivering premium products that blend powerful performance, elegant design, and smart technology, all while supporting our long-standing promise of sustainability and innovation."

A New Standard in Floorcare

The Guard Series reflects Miele's enduring commitment to "Immer Besser" (Forever Better), with significant advancements across four pillars:

- **Fresh, Modern Design**
Inspired by contemporary interior design, the Guard Series reimagines the vacuum cleaner as a design-forward appliance, meant to be seen, not hidden. Clean lines, premium finishes, and elegant colourways ensure the product seamlessly integrates into today's homes.
- **Best-in-Class Cleaning Performance**
Featuring a powerful 1200W motor, optimized air flow, and floorheads engineered for maximum efficiency, the Guard vacuums consistently deliver superior results across all surfaces. Combined with new-generation HyClean Air dustbags and high-efficiency exhaust filters, the Guard Series achieves up to 99.999% dust retention—Miele's highest filtration performance to date.
- **Improved User Convenience**
With intuitive features like the new EasySlide telescopic tube, Comfort Cable Rewind, onboard accessories, and an operating radius of up to 11 meters, every detail is engineered to elevate the cleaning experience. Select models also feature ergonomic Comfort Handles and DynamicDrive castor wheels for effortless maneuverability.

- **First-Class Hygiene**

Exclusively developed for the Guard Series, the new ComfortFit system ensures secure and hygienic bag changes with a clearly audible click and automatic lockout if the bag isn't correctly seated, preventing dust escape and ensuring optimal performance. The new HyClean Air dustbags are made from up to 85% from recycled material, further highlighting Miele's commitment to sustainability.

Connected Convenience

Select models in the Guard L1 range offer Smart Home connectivity via the Miele app. Customers can access operating instructions, receive push notifications for filter changes or bag fill levels, and reorder accessories with ease, bringing a new level of convenience and control to everyday cleaning.

Three Models. One Shared Standard of Excellence.

Guard L1 – The flagship series, delivering maximum performance, premium features, and exceptional design. Includes exclusive accessories such as an integrated dusting brush, 2-in-1 crevice tool, LCD display (Electro Premium model), and advanced digital diagnostics.

Guard M1 – The all-rounder, designed for versatility across a range of surfaces and households. Includes enhanced filtration and convenient onboard tool storage.

Guard S1 – Compact and approachable, ideal for first-time Miele customers. Lightweight yet powerful, with essential features and a modern look in colours like Nordic Blue and Sunset Yellow.

Available for Presale Now

Canadian customers can be among the first to experience the new Guard Series by reserving their model today. The official launch takes place on August 7, 2025, with availability in-store and online at www.miele.ca.

For media inquiries, please contact:

Eric Tanguay
PR, Social and Brand Communications Specialist
Eric.Tanguay@miele.com

– 30 –

Miele Company Profile

Founded in Germany in 1899 with a single promise of *Immer Besser*, a phrase meaning *Forever Better*, Miele is the world's leading manufacturer of premium domestic appliances. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 22,300, of which approx. 11,200 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia. As a premium appliance brand represented on all continents, Miele is steadfastly committed to the highest quality, performance, and environmental standards. Miele's range of exceptional consumer appliances includes: vacuum cleaners, laundry systems, rotary irons, dishwashers, ranges, built-in

convection/speed/steam/combi-steam ovens, cooktops, ventilation hoods, refrigeration, wine storage and coffee systems.

Miele Canada was established in 1989 with headquarters located in Vaughan Ontario. To learn more, visit www.miele.ca or follow us on [Facebook](#), [X](#), [Instagram](#) and [YouTube](#).



Photo 1: The Guard L1

Featuring a completely new design with premium finishes in rose gold or copper, the Guard L1 combines top-tier performance with elevated aesthetics. Side-mounted ventilation with diamond pattern or fabric accents adds a refined touch to any living space.



Photo 2: ComfortFit System with HyClean Air Dustbag

The new ComfortFit system ensures the dustbag locks securely into place with an audible click, preventing leaks and trapping dust more effectively. Made from 80% recycled material, the HyClean Air bag offers 99.99% filtration for cleaner air and greater sustainability.



Photo 3: Smart Automatic Mode

The Guard L1 Electro features an intelligent automatic mode that detects the type of flooring and adjusts suction power accordingly, delivering optimal cleaning results with enhanced energy efficiency.



Photo 4: Smart Connectivity via the Miele App

Once connected through the Miele app, the Guard L1 Electro provides convenient notifications for dustbag fill levels and filter condition, helping maintain peak performance and extend the life of the appliance.



Photo 5: Guard M1 – Powerful and Versatile

The Guard M1 delivers strong all-around performance in a sleek, modern design, shown here in Obsidian Black.



Photo 6: Guard S1 – The New Compact Entry Class

Lightweight and easy to maneuver, the Guard S1 offers reliable performance and modern design, shown here in Nordic Blue.