

# COMPLIMENTARY 5-YEAR WARRANTY: Ranges & Rangetops Promotional Initiative

## TARGET

In celebration of 120 years of German engineering, we also celebrate our Range Series by providing our stamp of confidence and endorsement to those purchasing a Range or Rangetop. Giving peace of mind and credibility to those consumers considering our product – via a complimentary 5-year warranty.

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## CALL-TO-ACTION

Receive a complimentary 5-year warranty (retail value of up to \$549) with the purchase of any Miele Range or Rangetop.

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## PROMOTIONAL TIMING

- 1 Purchase applicable Miele products between May 1<sup>st</sup> - July 31<sup>st</sup>, 2019
  - 2 Pre-register your order at [www.mielerebates.com](http://www.mielerebates.com)
  - 3 Receive delivery & installation by January 31<sup>st</sup>, 2020
  - 4 Complete your claim by returning to [www.mielerebates.com](http://www.mielerebates.com) by February 29<sup>th</sup>, 2020
  - 5 Allow six to eight weeks for fulfillment (post submission)
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## TERRITORY COVERAGE

Nationwide

# COMPLIMENTARY 5-YEAR WARRANTY: Ranges & Rangetops Dealer Marketing Kit

## PRINT ADVERTISEMENT

**Miele**

FUELED BY 120 YEARS  
OF GERMAN ENGINEERING.

RECEIVE A COMPLIMENTARY  
5-YEAR WARRANTY ON ANY  
MIELE RANGE OR RANGETOP.\*

While the Miele Range comes in gas, induction, and electric forms – what truly fuels it isn't a heat source. What fuels a Miele Range is our company's heritage of innovation and craftsmanship. From intuitive controls to extraordinary automation, it was built to change the way you think about cooking.

**MIELE AUTHORIZED DEALER**

Offer available at

YOUR  
LOGO  
HERE

123 Main St.,  
Anytown, US 12345  
(123) 456-7890  
companyurl.com

\*Offer valid May 1st–July 31st, 2019. Learn more at mieleusa.com/promotions

## AVAILABLE RESOURCES

The following promotional assets are available for tactical execution:

- Print Advertisements
- Digital Banners
- Website Materials
- Point-of-Sale Collateral

Additional applications can be facilitated through the Marketing Department.

All assets can be sized and co-branded to dealer specification.

For a complete overview of available resources and assets, visit [mieleappliancecare.com](http://mieleappliancecare.com).

## DIGITAL BANNERS

Static: Size upon request

**Miele**

FUELED BY 120 YEARS



**Miele**

FUELED BY 120 YEARS  
OF GERMAN ENGINEERING.



**Miele**

THE MIELE RANGE.



**Miele**

THE MIELE RANGE.  
Receive a complimentary 5-Year Warranty.



**Miele**

THE MIELE RANGE.  
Receive a complimentary 5-Year Warranty.



**LEARN MORE**

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## POINT-OF-SALE

Tentcard with Stand (A99D331)



Application: displayed on top of the right burner on either Range or Rangetop

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## Miele Communication Touchpoints

### FEATURED MIELE COMMUNICATION TOUCHPOINTS

- Prominent web banner placement throughout mieleusa.com:
  - Home Page
  - Category Pages
  - Product Pages
- Dedicated promotional landing page (mieleusa.com/promotions)
- Featured digital banners available on MieleDirectSeller.com
- Inclusion throughout Miele's Experience Centers:
  - Eblasts to MEC databases
  - Event mentions
- Promotion on Miele's social media & press platforms:
  - Twitter
  - Facebook
  - Instagram
- Miele Social Media Digital Campaign:
  - Facebook & Instagram

### MIELE PLATFORMS

All 'call-to-action' offers will be highlighted and promoted throughout Miele's branded communication platforms (both on & offline).

All tactics will feature imagery and messaging consistent with that appearing within Miele's Dealer Marketing Kits.



**Miele**

FUELED BY 120 YEARS OF GERMAN ENGINEERING.

Receive a 5-Year Warranty  
Complimentary with any Miele range or rangetop.

MIELEUSA.COM/PROMOTIONS

[Learn More](#)

# COMPLIMENTARY 5-YEAR WARRANTY: Ranges & Rangetops Promotional Initiative

Terms and Conditions of 2019 Miele® HR-Series Range Promotion. (1) This promotional offer (the "Promotion") from Miele, Inc., a Delaware corporation ("Miele"), will extend to customers a complimentary five (5) year Limited Warranty (<https://www.mieleusa.com/domestic/promotions-304.htm>) with a retail value of up to five-hundred forty-nine Dollars (\$549), depending on the model of the Purchased Appliance (the "Free Limited Warranty"), when you purchase any Miele® HR-series Range (30", 36" and 48" ranges, as well as KMR-series Rangetops) (the "Purchased Appliance"). (2) After purchase of the Purchased Appliance, the Free Warranty will be extended to the customer by Miele upon completion of the steps in rule 7. (3) Only end users (customers) may benefit from the Promotion. The Promotion shall not apply to wholesale buyers or any person or legal entity who offers for resale, or resells, the Purchased Appliance; in connection with such transactions or purchases, the Promotion shall automatically be void. (4) The Promotion may not be combined with any other offers, special or discounted pricing, or promotions. (5) The Promotion shall be valid only in-store at participating authorized Miele dealers and online through participating authorized Miele dealers' websites. For a list of participating dealers, please see <https://www.mieleusa.com/domestic/find-a-dealer-384.htm> (6) The Promotion shall not be applied at the time of purchase of the Purchased Appliance. To receive and qualify for the Promotion, the retail end-user shall register his or her Purchased Appliance through Miele and submit his or her claim at [www.mielerebates.com](http://www.mielerebates.com) before the Redemption Date (as defined below). Miele will notify the retail end-user by mail and/or email after the Free Limited Warranty is granted. (7) All Promotion claims shall be submitted online using the Purchased Appliance's serial number at [www.mielerebates.com](http://www.mielerebates.com) or before February 29, 2020 (the "Redemption Date"); please allow 6-8 weeks for processing and issuance of the Promotion. (8) Please make sure to retain original documents relating to the Purchased Appliance and to your submissions regarding the Promotion. (9) To qualify for the Promotion, the Purchased Appliance must be (a) ordered in person at the store of an authorized Miele dealer or (b) purchased online through an authorized Miele dealer during the promotion period from May 1, 2019 through and including July 31, 2019 (the "Promotion Period") and (c) delivered or installed by Miele or a Miele authorized installer no later than January 31, 2020 (the "Delivery Cutoff"). (10) Purchases made on or before May 1, 2019 shall not qualify for the Promotion. Purchases made on or before May 1, 2019, and subsequently cancelled and reissued during the Promotion Period shall not qualify for the Promotion. Purchases made during the Promotion Period and subsequently cancelled and reissued after the Promotion Period shall not qualify for the Promotion. (11) Purchases made during the Promotion Period but not (a) delivered and installed by the Delivery Cutoff or (b) redeemed by the Redemption Deadline shall not qualify for the promotion. (12) In the event any of the Purchased Appliances are returned to Miele or a Miele dealer after the Free Limited Warranty has been extended, the Promotion shall be forfeited. (13) The end user (customer) shall be eighteen (18) years or older. (14) The Promotion shall be voidable at any time at Miele's discretion if the end user (customer) shall not produce a valid order invoice and valid proof of payment, or if the end user (customer) shall otherwise violate the applicable rules. (15) No substitutions shall be allowed. (16) By registering the Purchased Appliance, customers permit Miele to contact them with marketing emails at a later time. Customers may opt-out of, or unsubscribe from, such emails pursuant to the terms of Miele's Privacy Policy or the relevant instructions. (17) The Promotion is only available to residents of the fifty (50) states of the United States of America and the District of Columbia. The Promotion is not valid for residents of Puerto Rico, the U.S. Virgin Islands and any other territories or possessions of the United States of America. (18) Any misrepresentation or bad faith by the person placing the order, whether innocent or fraudulent, shall disqualify him or her from the Promotion and further promotions offered by Miele; Miele reserves its right to refer such person for civil and/or criminal prosecution. (19) In no event shall Miele be liable for more than the amount of the Promotion. (20) Miele may amend or discontinue the Promotion at any time with or without notice, including after an order is placed. (21) The above terms and conditions are severable and, if one or more provisions shall not be valid under applicable law, the remainder shall be enforceable to the maximum extent permitted by applicable law.