



**Miele**



# Guard Series

Summer 2025

## Good-Better-Best Line up



**C1 Classic**

Entry-line series for the **price-sensitive** audience, appreciates a **high-quality standard**.



**Guard M1**

Premium series for **discerning customers** that value **performance, hygiene and convenience**.

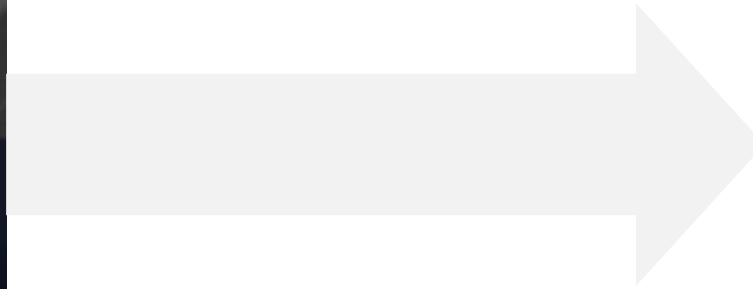


**Guard L1**

**High-end premium series** to meet the highest demands, coupled with **leading edge innovation**.

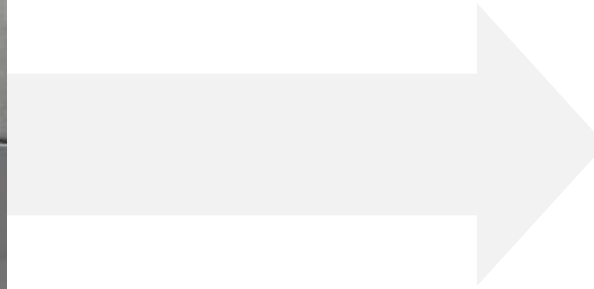
Design concept is based on **current interior trends**

**Structured Surfaces....**



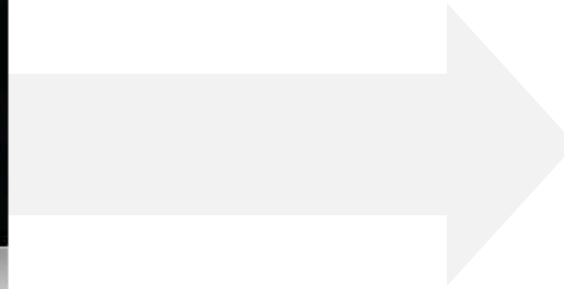
Design concept is based on **current interior trends**

**Premium Fabric Accents....**



Design concept is based on **current interior trends**

**Metallic Accents....**



## Guard Highlights

**450g/16oz  
lighter**

than the  
Complete C3<sup>1</sup>

**First  
Canister**

with connectivity

**Fresh  
Modern  
Design**

with luxury highlights and  
high-quality materials

**Enhanced  
Hygiene and  
Longevity**

with ComfortFit  
dust bags



# The Guard series at a glance

**M****Guard M1****Integration into living spaces**

Future Colour Concept &amp; fabric surface

**Well-known excellent cleaning performance**

Optimized airflow

**Attractive price positioning**

New middle class

**Integrated Accessories**

Convenient cleaning in all situations

**L****Guard L1****Weight reduction**

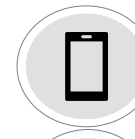
450g/16oz compared to Complete C3

**Convenient Hygiene**

Hygiene cap &amp; Lifetime motor protection filter

**Highest cleaning performance**

Optimized airflow

**High End display**

Digital dust bag and filter indicator / Premium interface

**Active and passive connectivity**

Smart vacuum cleaner

**Integration into living spaces**

Future Colour Concept &amp; fabric surface

**Optimized acoustics**

75 dB(A)

# Included Accessories and Floorheads

## Existing Trusted Tools

### 3-piece Accessory set



#### All models:

- dusting brush
- crevice nozzle
- upholstery nozzle
- Integrated on M1,
- Integrated new model on L1 and loose or in hose dusting brush
- VarioClip on C1

### Pure Suction Floorheads



SBD 365-3  
Combination tool (C1)



STB305-3 TurboTech  
(M1/L1 Cat & Dog)

### Electro Power Heads



SEB 228 (C1, L1)



# Included Accessories and Floorheads

## New Floorheads & Accessories

### AllFloor floorhead (L1 AllFloor)

- Light-weight and easy to handle
- Vacuuming on carpet and hard floors without having to switch
- Impressive coarse dirt pickup
- Slim design makes cleaning under low furniture a breeze



### New Comfort handle with integrated dusting brush (L1 AllFloor & Cat & Dog)

- New modern design and ergonomic handling
- Integrated dusting brush is space-saving and easy to use



### New 2-in-1 upholstery and crevice nozzle (All L1)

- Space-saving storage within the vacuum
- Combines an extra wide upholstery nozzle and a crevice nozzle in a compact design - many cleaning tasks can be performed with the same accessory



\*New accessories will fit previous generation vacuums

# HyClean Air

## - Product Design and Enhancements



80% Recycled Material  
with New HyClean Weld  
and interior flaps for  
airflow control



Thinner Design with 5 filtration  
layers for more capacity with  
electrostatic layers to attract  
dust



New HyClean Air  
capacity layer

# HyClean Air

## - with ComfortFit system

- Reliability in daily use
- Simple and convenient fitting of dust bag with an *audible click*
- Reduction in human errors when fitting bags
- Highest vacuum cleaner performance and longevity
- Production rights are owned by Miele
  - Ensures only genuine Miele bags
  - Competitors must buy license to sell Miele
  - Increased market shares of dustbags



# HyClean Air - Standard Assortment



Guard L1

**New!**



Guard M1

**New!**



S8000 - S8999 S8  
S5000 - S5999 S5  
S2000 - S2999 S2  
S800 - S858  
S600 - S658  
S400i - S456i

Complete C3  
Complete C2  
Classic C1



S 6000 - S 6999 S6  
S 4000 - S 4999 S4  
S 700 - S 799  
S 500 - S 578  
S 300i - S 399  
S 290 - S 299  
S 241 - S 256i

Compact C2  
Compact C1  
Complete C1



S 140 - S 168 S1  
S 190 - S 198  
Swing H1

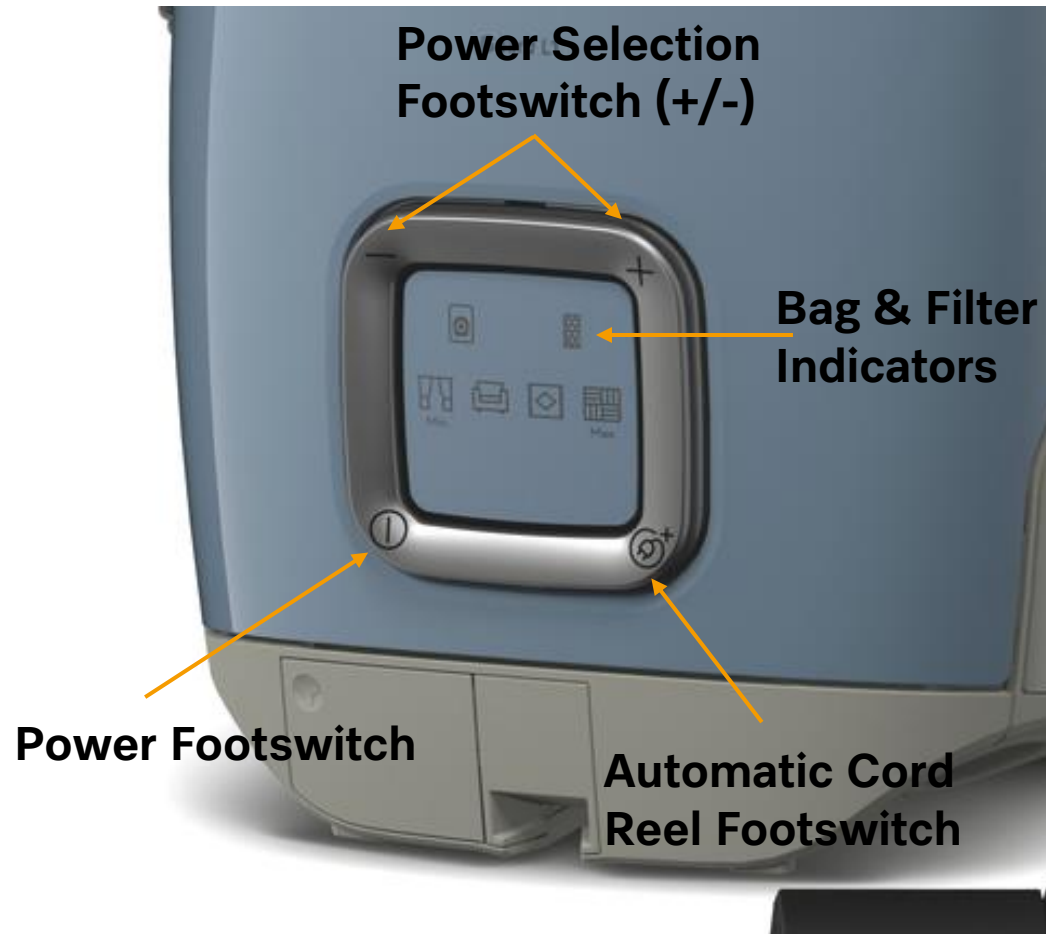


S 7000 - S 7999 S7  
Dynamic U1

HyClean Air KK and U will remain in the assortment as well, but without major feature updates.



## Controls – L1 Models



# Miele@Home App (M1, L1)

## Consumer benefit for registering their Vacuum Cleaner in the Miele App ...



- 1 single place to view all Miele appliances at a glance
- Digital access to all user care manuals



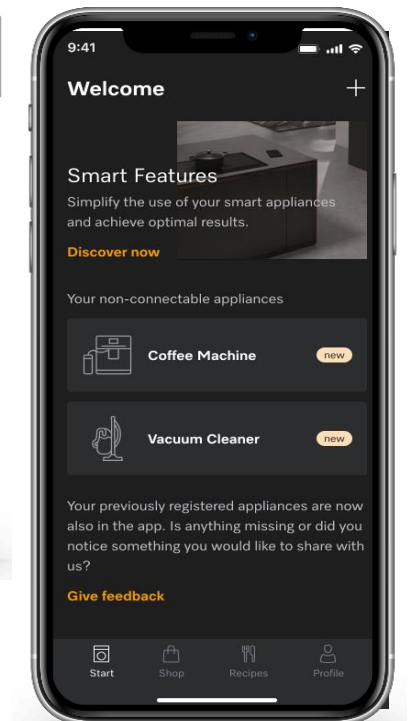
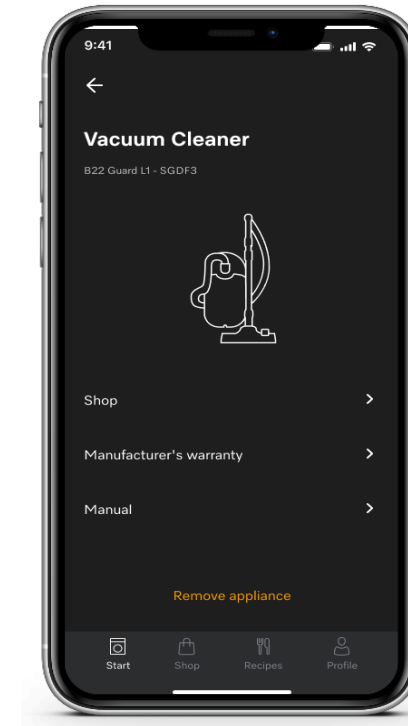
- Access to shop on mieleusa.com



- Information about warranty status and duration at any time
- Direct and convenient access to the Miele Service



- Two Types
  - Non-connectable
  - Connectable (M1 Electro only)



# Added value of connectivity (L1 Electro)

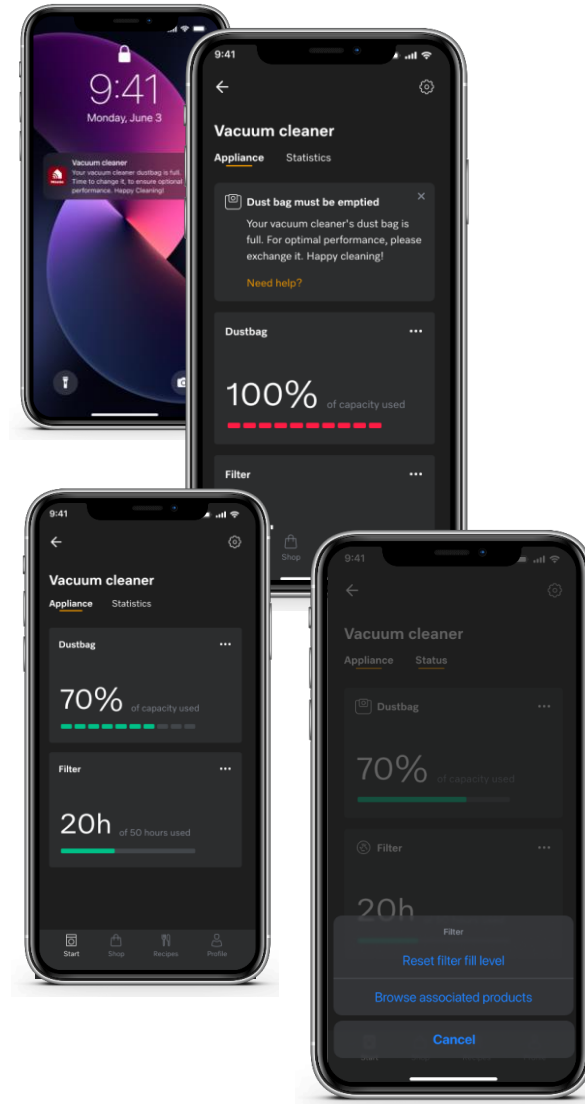
**Status indicator - Absolute precision through digital indicators for vacuum cleaner bag and filter levels**

**Access to:**

- In-app shop with references to matching accessories and consumables
- Operating instructions

**Functionality:**






- Resetting the filter life
- Push notifications for:
  - Vacuum bag full
  - Filter time expired
  - Appliance overheating
  - Blockage of suction channel



	Actively connected appliances	Non-connected appliances
<b>Monitoring &amp; Sustainability</b>		
Vacuum cleaner bag fill level	X	-
Degree of filter usage	X	-
<b>Service &amp; Self-help</b>		
Remote Alert	X	-
Operating instructions	X	X
<b>In-app shop</b>		
In-app shop accessory page	X	X



# Guard Line-up

	M1	L1
Premium		 <p>Guard L1 Electro</p>
Mid-Range	 <p>Guard M1 Cat &amp; Dog</p> <p>Guard M1 Parquet XL</p>	 <p>Guard L1 Cat &amp; Dog</p> <p>Guard L1 AllFloor</p>
Entry	 <p>Guard M1</p>	 <p>Guard L1 Electro Nordic blue</p>



# Canister Vacuum Assortment – Fall 2025

Classic C1 until e/o 2026!

Indep. Excl.

Amz Excl.

Indep. Excl.

Model	Floorhead / Accessories	Replaces	Launch Timing	Independents (in-store + online)	Amazon	Owned	Exclusive?
Classic C1 Centennial		n/a					
Classic C1 HomeCare		n/a					
Classic C1 Cat&Dog		n/a					
Classic C1 Turbo Team		n/a					
Classic C1 Pure Suction		n/a					
Classic C1 Pure Suction HomeCare		n/a					
M1	SBD365-3	C3 PS HomeCare + Jubilee	Aug 2025	X		X	Yes Indep. + Owned
M1 Parquet XL	SBD365-3, SBB400	C2 Hard Floor	Aug 2025		X	X	Yes Amz + Owned
M1 Cat & Dog	SBD365-3, STB305-3	Complete C2 TT, Compact C1 TT + Compact C1 HomeCare (Classic C1 TT)	Aug 2025	X	X	X	No
L1 AllFloor	SBD365, SBD AF	Similar to old C3 Alize, straight suction C3	Aug 2025	X	X	X	No
L1 C&D	SBD365, STB 305-3	C3 Calima	Aug 2025	X	X	X	No
L1 Electro Nordic Blue	SBD365, SEB 228	C3 Kona + Cat & Dog + Marin	Aug 2025	X	X	X	No
L1 Electro	SBD365, SEB 228 + HEPA, Conn@ctivity	C3 Brilliant, HomeCare Electro+, HomeCare+	Aug 2025	X		X	Yes Indep. + Owned



The information contained in these documents is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of Miele & Cie. KG. The opinions expressed are in good faith and while every care has been taken in preparing these documents, Miele employees and managers make no representation and gives no warranties of whatever nature in respect of these documents, including but not limited to the accuracy or completeness of any information, facts and/or opinions contained therein. Miele & Cie. KG, its subsidiaries, the directors, employees and agents cannot be held liable for the use of and reliance of the opinions, estimates, forecasts and findings in these documents.