

## Press Release

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# Electrolux unveils new look and product ranges for AEG brand

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**The Electrolux Group today unveils a new look for the AEG brand with the launch of two product ranges: The Mastery Range of kitchen products, offering the world's first responsive kitchen experience, and the New Laundry Range, designed to redefine the perception of fabric care.**

Dan Arler, Head of Electrolux Major Appliances Europe, Middle East and Africa, presents the new products at a press conference at the IFA consumer electronics and appliances trade show in Berlin. Follow a live stream from the press conference at 1300 CET [here](#).

"At its heart, our strategy is about the best-in-class experiences we can help consumers achieve. We want to help people cook the best meals ever for their families and friends, with products that speak their language, and to offer appliances and expertise that support them in caring for their clothes so they stay new and great looking for longer," Arler said.

## Mastery Range

From preparing and chilling ingredients to clearing up the dishes — the AEG Mastery Range re-considers the practical elements and uses innovative technology and responsive design to streamline the process.

It includes a dishwasher that's the first of its kind to gently lift the lower basket up for easy, ergonomic loading and unloading; an oven that talks to you like a waiter would at a restaurant – asking if you want your meat rare, medium or well done; a fridge with flexible door storage that can be customized according to your needs, a hands-free hood that automatically adjusts to your cooking activity on the hob and a water tap providing instant boiling water and thereby removing the need of a kettle.

## New Laundry Range

The New Laundry Range offers combinations of washing machines and dryers that work perfectly in tandem, promising to keep colors, textures and protecting the fibers in the clothes like never before. Among other solutions, the range features a world-first innovation, the SoftWater Technology, which softens the water before washing for unrivalled cleaning results at 30°.

With the new range, AEG also pioneers the area of modern fabric care by utilizing new ways to leverage connectivity. The new Care Advisor in the My AEG app gives the consumers advice on what programs, options and detergents to choose for different kinds of clothes and stains, and will be able to send the right program directly to a connected washing machine.

