

SIEMENS

PRESS RELEASE

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SIEMENS UNVEILS NEW RANGES AT KBB BIRMINGHAM 2020

Milton Keynes: Siemens Home Appliances is marking its presence at KBB Birmingham 2020 (NEC, 1-4 March 2020) by launching a range of new products and initiatives. The brand is exhibiting (stand W140) as part of an imposing 500 sq m BSH Home Appliances display area with sister brands Bosch and NEFF.

The Wine cabinet category is an important focus for Siemens in 2020. On display at the show are the full range of new built-under wine cabinets in 30cm (**iQ500 KU20WVHG0G**) and 60cm (**iQ500 KU21WAHG0G**) widths. Alongside will be the 60cm-wide freestanding models in 82cm (**iQ500 KW16KATGAG**) and 186cm (**iQ500 KW36KATGA**) heights. Features include oak shelves, a temperature range of 5-20°C and, in the larger models, two temperature zones for simultaneous storage of red and white wine. All the new models are set to launch in the autumn.

Cooling also boasts an all-new **iQ700 KF86FPB2A** FrenchDoor fridge-freezer. Clad in striking black glass, it has a two-drawer freezer (67 litres) and full-width 279-litre fridge compartment. The central hyperFresh premium 0°C compartment holds fruit, vegetables, meat and fish in an area of controlled humidity to keep it fresher for longer. The **KF86FPB2** has full Home Connect capabilities.

The brand's **inductionAir venting hobs** are taking centre stage with three new models: **studioLine iQ700 EX807LX67E** (80cm wide with flush installation), **studioLine iQ700 EX877LX67E** (80cm wide); and **iQ500 ED711FQ15E** (70cm wide). Key features include flexInduction flexible cooking zones, a climateControl Sensor that monitors steam and odours and adjusts the extractor power level automatically, and the fryingSensor and cookingSensor for precision while cooking. The studioLine models can also be remotely monitored via the Home Connect app. All the new venting hobs will be released during April and May 2020.

Another key announcement for the show is that all Siemens **studioLine appliances** now enjoy an extended **five-year warranty** as standard. All end users need to do is create a My Siemens account and register their appliances via the Siemens website.

Gaelle Thibaud, Siemens Group Marketing Manager commented: "With a range of new products to display, it's an exciting time for Siemens and we're looking forward to showing these at KBB Birmingham.

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Our all-new FrenchDoor fridge-freezer comes with a 276-litre fridge compartment alongside a two-drawer freezer and is also wifi-enabled, so makes a great addition to the kitchen. We're very excited to be showcasing our wine cabinet range, which complements our wider refrigeration offering and adds even more choice for customers in the kitchen."

Ends

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About Siemens

Siemens is the innovative technology brand on the household appliance market. It stands for outstanding engineering executed with creativity, precision and perfection – values that have characterized the Siemens brand for more than 170 years. After all, 'Progress serving people' was one of the main principles of company founder Werner von Siemens. Siemens is the leading household appliance brand in Germany and Europe's leading supplier of built-in appliances. For both stand-alone and built-in appliances, the brand offers a complete product range for the cooking, laundry care, refrigeration and freezing, and dishwashing product categories. Intelligent Siemens appliances make technical progress exciting due to the continual application of new technologies. This makes Siemens home appliances among the most resource-efficient in the industry. Siemens. The future moving in.

For more information about Siemens Home Appliances, visit siemens-home.bsh-group.com/uk