

KitchenAid®

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NEW BLACK STAINLESS STEEL FROM KITCHENAID: A WARM TAKE ON PROFESSIONAL-STYLE APPLIANCES

Industry-First Finish Offers Greater Design Flexibility and Fewer Fingerprints

BENTON HARBOR, Mich. (June 17, 2015) – KitchenAid has introduced a completely new collection of professionally-inspired major appliances in a first-of-its-kind black stainless steel finish. The new finish combines the satiny luster of brushed steel with a warm, neutral tone that both increases its adaptability to various kitchen designs and decreases the appearance of fingerprints.

Also available in stainless steel, white and black, it is the first KitchenAid collection to launch globally, with U.S. availability beginning immediately.

“We’re hearing great feedback from consumers, the design community and even professional chefs on both the new design and our exclusive black stainless steel finish,” said Patrick Schiavone, Global Vice President of Design for parent company Whirlpool Corporation. “Perhaps the biggest compliment is hearing designers say they wouldn’t even think about using panels to cover these appliances, a common practice for those who want professional-style appliances but not the stark, commercial look of stainless steel.”

New design elements, noticeable throughout the collection, are particularly striking against the black stainless steel finish, he adds.

These new elements include KitchenAid brand medallions, available in red and other optional colors, that cap the sturdy bar handles found on its refrigerators, wall ovens and dishwashers. Inscribed with “KitchenAid” and “1919” -- signifying the year the iconic KitchenAid stand mixer was introduced and the brand was founded -- the medallions are meant to serve as “our finishing stamp, a mark of craftsmanship and precision,” said Schiavone. Additional details include handles etched with a professional-style, cross hatched pattern that enhances grip, and chrome inlaid frames that accent the transition between glass and other surfaces.

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“Aside from contributing to the collection’s bold, distinctive appearance, these new design elements hint from the outside the high performance found inside,” said Schiavone.

Throughout the collection, KitchenAid has incorporated a number of new or improved performance features. Four of its new dishwasher models, for example, feature a unique nine-in-one, dynamic wash arm that sprays water everywhere in the dishwasher, including hard to reach places, for better coverage and superior cleaning. Ventilation options include a new perimeter ventilation system that pulls air from each edge of the hood while increasing airflow in the center. A new 30-inch gas cooktop features an exclusive Even-Heat™ Torch Burner with a flame that evenly covers the bottom of cookware to ensure even heating.

Other performance hallmarks include Even-Heat™ True Convection, with an exclusive bowtie design and convection fan that ensures the inside of the entire oven is heated to, and stays at, the perfect temperature. The Preserva® Food Care System featured in the brand’s refrigerators helps extend freshness, minimize odors and delay over-ripening.

Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Today, the KitchenAid brand offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. Cook for the Cure®, the brand's partnership with Susan G. Komen®, is now in its fourteenth year and has raised over \$10 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit www.KitchenAid.com or join us at <http://facebook.com/KitchenAid> and <http://twitter.com/KitchenAidUSA>.

* Based on a 2014 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals.

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