

# KitchenAid®

Contacts:

Jill Sciuto  
Digitas  
646.735.7582  
[jill.sciuto@digitas.com](mailto:jill.sciuto@digitas.com)

Beth Robinson  
KitchenAid  
269.923.4770  
[beth\\_l\\_robinson@kitchenaid.com](mailto:beth_l_robinson@kitchenaid.com)

## **TOP PERFORMANCE AND NOVEL DESIGN: INTRODUCING THE NEW KITCHENAID® DISHWASHER COLLECTION**

**BENTON HARBOR, Mich** (May 21, 2015) – KitchenAid has launched a new line of dishwashers combining striking design elements, including a unique black stainless steel finish, with high-performance features that have earned it bragging rights as the best performing dishwasher brand.

“Our latest dishwasher models bring a sleek and sophisticated look to the kitchen, but can tackle even the toughest challenges,” said Beth Robinson, senior manager of brand experience for KitchenAid. “Tests undertaken without the benefit of rinse aid have proven that our newest dishwashers offer the best combined wash and dry results of any leading premium brand.”

### *Performance Features*

Select models in the new collection are built with a dynamic wash arm, comprised of nine wash arms in one, for three times better coverage than the brand’s existing “X” shape wash arm. The dynamic wash arm offers better soaking and scrubbing of dishes, together with complete water coverage throughout the dishwasher. An exclusive Clean Water Wash System continuously cleans the wash water for exceptional performance, even with the heaviest loads, by using a stainless-steel, maintenance-free filter. All dishwashers feature a simple, one-touch ProWash™ Cycle that automatically selects the best cleaning setting based on food soil levels. For extra tough, stuck-on-messes, a ProScrub® Cycle uses 40 targeted spray jets that help remove food residue, and a ProScrub® Upper feature provides two dedicated spray zones in the upper rack for additional scrubbing power.

Once dishes are clean, the Advanced ProDry™ System uses a recessed heating element, vents and fans to optimize drying. Use of the Heat Dry Option further ensures that dishes are dry by the end of the cycle.

Additional cycles include an Express Wash that thoroughly cleans dishes in a shorter cycle time, regardless of food soil levels. For those who want to get dishes as clean as possible, a Sani-Rinse Option on select models heats the final rinse water to 155°F.

*Interior Features*

Located on the upper rack of the dishwasher, a new bottle wash feature provides a high-powered, concentrated spray wash for items such as bottles, vases and deep or odd-shaped dishes. The six dedicated spray nozzles are adjustable and can be maneuvered to accommodate a wide range of bottle and dish sizes, or folded down completely for extra space throughout the rack. A utility basket in the upper rack offers additional storage space for smaller utensils and container lids, and an optional third rack can be used to store flat shaped objects, such as spatulas and serving spoons.

Fold-down tines in the upper and lower racks can be folded and shifted to provide extra space for deep or wide dishes, while upper fold-down tines incorporate indentations to keep stemware in place during washing. For cleaning specialty cooking tools, overflow silverware and other items that need to be secured, a Culinary Caddy® basket attaches to the corner of the lower rack and provides convenient space for these items. SatinGlide® Max Rails with dual channels and dual ball bearings allow for smooth and seamless movement of the racks, even when fully stacked and loaded.

“From fold-down tines to the Culinary Caddy basket, our dishwasher features help prepare cooks for nearly every cooking and entertaining scenario,” adds Robinson.

The dishwasher collection’s sound levels range from 39 to 46 dBa and all models are ENERGY STAR® Qualified. Inner tubs, and lower wash arms in select models, are made of stainless steel to help withstand the test of time and resist streaks, stains and odors.

*Exterior Features*

New exterior design elements include satin textured handles inspired by professional-grade kitchen appliances that feature a cross-hatch texture with a secure, no-slip grip, and precision touch controls that provide a seamless, easy-to-use look and feel. Color choices include black, stainless steel, white, and black stainless steel, a first for the brand and the industry. Panel-ready models are also available to accept custom panels and handles. The dishwashers will be available this month, with suggested retail prices ranging from \$949 to \$2,049.

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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 for the Cure®, is now in its fourteenth year and has raised more than \$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](http://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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