

Press Release

BSH initiates legal steps against Dyson

Home appliance manufacturer rejects allegations of cheating

Munich, October 28, 2015 (bsh) - BSH Hausgeräte GmbH is initiating legal steps in Great Britain against the British vacuum cleaner manufacturer Dyson Ltd. Dyson made a number of false allegations in the press asserting that BSH manipulated energy efficiency tests using control electronics in vacuum cleaners, in much the same way as the allegations of cheating at VW. BSH strenuously rejects these allegations which are unfounded and untrue. All BSH vacuum cleaners are tested in accordance with the requirements of the corresponding EU Energy Label and Ecodesign Directives and meet these in full.

"We have long since been aware that James Dyson has a history of taking a very aggressive approach against his competitors and has a desire to be in the public eye. With his completely unfounded accusations of cheating in the past week he has now overstepped the mark, which is why we will now initiate legal steps against Dyson", says BSH CEO Karsten Ottenberg. BSH was recently able to prove in autumn 2014 that Dyson had advertised incorrect values on the energy label for his appliances. These false declarations were prohibited by the courts in Germany and the values were changed by Dyson throughout Europe.

BSH is a leading manufacturer of bagged and bagless vacuum cleaners. The latest consumer test (Issue test 06/2015) on vacuum cleaners carried out by Stiftung Warentest in Germany also confirms this: appliances from BSH were rated test winners for both bagged and bagless vacuum cleaners, Dyson's core speciality. The British competitor merely achieved an "adequate" in the same test for his appliance. In the tests in accordance with the EU Energy Label the BSH top appliances generally show better results than the Dyson cylinders in terms of cleaning performance on carpets and noise.

All BSH vacuum cleaners are tested in accordance with the requirements of the EU Energy Label and Ecodesign Directive for vacuum cleaners. These requirements are met in full. BSH tests the vacuum cleaners not only at its own research and development centre in Bad Neustadt, Germany, but also has them tested by independent test institutes in Europe.

Bagged vacuum cleaners are very popular among consumers across Europe. The decrease in suction as the bag fills up is one of the main challenges in developing bagged vacuum cleaners. As a result, BSH launched an innovative technology on the market in 2013 long before the energy label was introduced. Various BSH vacuum cleaner models in the premium segment feature intelligent sensor technology, to avoid loss of suction, no matter how full the dust bag is. The sensors control the vacuum cleaner motor fully automatically in order to prevent a loss of performance and guarantee optimum cleaning for the consumer. This innovative sensor-based technology thus significantly reduces the cleaning time.

Press photos are available at presse.bsh-group.de.

With annual sales of around €11.4 billion in 2014 and more than 53,000 employees, BSH Hausgeräte GmbH is one of the global leaders in the home appliance sector. BSH manufactures at 43 factories, operates over 80 companies and has a presence in around 50 countries.

For more information, visit www.bsh-group.de.

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