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**BSH Home Appliances Opens Experience
& Design Center at LuxeHome in Chicago's Merchandise Mart**

Gaggenau, Thermador and Bosch Showcase Inspiring Designs and Innovations at LuxeHome, Located in the Iconic Merchandise Mart

Irvine (June 1, 2017) – BSH Home Appliances will showcase its newest kitchen innovations in an immersive design experience with the grand opening of the BSH Experience and Design Center at [LuxeHome](#) in the Chicago's historic Merchandise Mart. Located in the heart of Chicago, a mecca for architecture and design in the U.S., the BSH Experience & Design Center will offer the ultimate experience of the entire BSH Home Appliance portfolio – [Gaggenau](#), [Thermador](#) and [Bosch](#) – for the elite luxury, luxury and premium markets. This is the first BSH Experience and Design Center to open in the Midwest, building upon the momentum of the company's Experience and Design Centers in New York City, Irvine California, Toronto and Montreal.

"The opening of our Chicago location is the culmination of the strategic steps we have taken to continue the successes and growth of our BSH portfolio of brands," said Christofer von Nagel, President and CEO at BSH Home Appliances. "With our presence in this iconic city, and **at LuxeHome** in the landmark Merchandise Mart, BSH will have the opportunity to collaborate not only directly with consumers but also some of the most influential architecture, development and design firms in the world."

The 7,400 Square foot BSH Experience Design Center will be located on the first floor of the Mart at LuxeHome in downtown Chicago. A destination for architects, designers, builders and homeowners, the center will feature intimate lifestyle kitchen vignettes that showcase the latest products from Gaggenau, Thermador and Bosch. Visitors will have the opportunity to interact with BSH home appliances, and gain firsthand knowledge the unique features that address the needs of virtually every kitchen and home.

- **Gaggenau:** The difference is Gaggenau. With this brand promise, Gaggenau, the elite-luxury "Made in Germany" brand for built-in home appliances, clearly positions itself beyond the ordinary and the average. For over three centuries, this commitment to uncompromising quality and exceptional performance defines how the brand thinks and acts. Gaggenau maintains its role as a pioneer in innovation and design, by bringing together timeless design, craftsmanship and carefully selected material with exclusive culinary culture.
- **Thermador:** Since its inception in 1916, Thermador, the iconic luxury American appliance brand, has been synonymous with exceptional. With incomparable innovation, unrivalled performance and bold, elegant design, Thermador will showcase its exceptional products that transform the kitchen into a world of culinary inspiration.

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- **Bosch:** As the "Invented for Life" brand, Bosch is known for innovative appliances that provide premium quality and performance in the kitchen. Driven by a steadfast commitment to the consumer, every element of a Bosch appliance is designed with the consumer experience in mind, with the ultimate goal of helping to simplify life at home. Bosch will showcase its award-winning suite of sleek, premium appliances designed to meet the needs of the modern kitchen.

The BSH Experience & Design Center in Chicago's Merchandise Mart at LuxeHome is located on the first floor at 222 Merchandise Mart Plaza. For more information on the three BSH Home Appliances brands, visit www.bosch-home.com/us/, www.thermador.com or www.gaggenau.com/us/.

About BSH Home Appliances Corporation

BSH Home Appliances Corporation manufactures and markets small and major home appliances that are known across North America for their high-quality and superior innovation. BSH sells its Gaggenau, Thermador and Bosch branded products throughout North America, through distributors, independent appliance dealers, national and regional retailers, builders and large buying groups. BSH Home Appliances Corporation is a wholly-owned subsidiary of BSH Hausgeräte GmbH, headquartered in Munich, Germany, the largest manufacturer of home appliances in Europe and one of the leading companies in the sector worldwide. Manufacturing facilities are located in New Bern, North Carolina, and La Follette, Tennessee.

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