

## AT IFA 2018, HOOVER PRESENTS THE TOP VERSION OF THE AXI RANGE, THE RECORD WASHING MACHINE

*Equipped with TED system and first in energy class, Hoover's hero product at IFA 2018 communicates with users and guarantees greater care of garments thanks to the record capacity of the machine*

Berlin, 30 August 2018 - **Intelligent, capacious and eco-efficient**, Hoover presents in exclusive at IFA 2018 an advanced model of **AXI**, the **record** washing machine that aims to revolution the washing sector. All the peculiarities of AXI are perfectly linked to the "**Born Innovative**" payoff of the Hoover brand and to the **values that support it**: in this **top-of-the-range version**, in addition to the **Artificial Intelligence** which understands consumer habits, AXI is equipped with the exclusives **TED and Direct Voice systems (exploring new solutions)**, with a **high load capacity** and a **high energy efficiency class** to meet the needs of consumers (**bespoke care**), offering an exclusive and sophisticated **style**, designed to meet the expectations of the most careful and evolved consumers.

The AXI model presented at IFA – configured to achieve excellence in four different categories – places Hoover at the **absolute top positions of the market**, confirming the brand's **ability to offer excellent solutions, guaranteed by cutting-edge technology combined with a unique style**.

The **first feature** of AXI is the **TED system**, which allows the recognition of fabrics and stains, and thanks to the dedicated App provides for advice on how to wash; the **second feature** is the ability to activate all the commands of the washing machine with the **Direct Voice**, which allows the user to enjoy the functions of the machine in total relax and with ease thanks to the simple use of the voice.

The third feature is the **14-kilogram load capacity**, which allows the achievement of **high standards, not only quantitative but also concerning the washing quality**, with a considerable increase in performance since the garments are treated in a more spacious environment where **mechanics, water and detergent act more effectively**. Finally, AXI ranks among the **excellence classes for energy saving and silence**: The **A+++ energy class – 80%** is in fact the top quality for eco-efficient home appliances and guarantees the best result in face of lower energy consumption.

*"This year, Hoover brand attends IFA with a product able to establish four records, and this puts us at the top of innovation and performance in the washing sector - says **Aldo Fumagalli**, Head of the Candy Group's Washing Appliances Business Sector and Connectivity - *Our continuous search for new solutions and applications that can radically change the way in which consumers of the future will interact with home appliances has led us to develop this extraordinary product with cutting-edge features*".*

\*\*\*

**Hoover**, an international brand with a strong innovative character, has been proposing itself as a market trend-setter for over a hundred years, introducing innovative and highly technological products, with a refined and a state-of-the-art design. It offers a complete range of small and large stand-in and built-in appliances, positioned in the high-end of the market. Hoover is at the cutting edge of innovation also for ecological values: all products are in the excellence classes for energy saving and silence. Hoover is one of the international market leaders in floor-care. **Hoover Born Innovative**.

\*\*\*

For further innovation:

Ad Hoc Communication [www.ahca.it](http://www.ahca.it) - 02/7606741

Pietro Cavalletti (Mob. +39 335 1415577; [pietro.cavalletti@ahca.it](mailto:pietro.cavalletti@ahca.it));

Alessandro Michielli (Mob. +39 349 9295790; [alessandro.michielli@ahca.it](mailto:alessandro.michielli@ahca.it))