



## **HOOVER AXI, THE INTELLIGENT WASHING MACHINE THAT DIALOGUES WITH THE USER, NOW FEATURES AMAZON DASH REPLENISHMENT**

*AXI speaks with users understanding their needs and suggesting and assisting the washing. Now, with Dash Replenishment built in, AXI can automatically reorder laundry supplies so you never run out of them*

28 August 2019 - **Hoover**, international brand of **Haier Europe** with a strong innovative character that led to become a market trend-setter for over a hundred years introducing **high-tech products** with the final aim to take care of **people wellbeing**, has launched its first **washing machine with Artificial Intelligence (AI)**, a product of excellence part of the **AXI** range.

The innovative features of AXI enable the user to control the washing machine thanks to the **Hoover Wizard App**, with the simple use of voice thanks to voice services such as Alexa, fully compatible with AXI.

**AXI**, thanks to the **assisted washing** program, suggests the most appropriate washing for any type of fabric, and can also **memorize the washings** preferred by users, making the selection of the program quicker and easier every day, while the **geolocation technology** checks the weather forecast to understand what is the best time to wash, making sure that the time needed to dry the laundry is preserved.

Not only innovative and intuitive, but also **performing and functional**: in fact, the premium features of AXI include the **Care Dose**, the automatic dosage of detergent and softener up to 21 washing cycles, together with the **Total Care** function, a perfect emulsion of water and detergent which is released into the drum by penetrating the fibers of the clothes effectively, guaranteeing an excellent class A certified wash. These **absolute level performances** are guaranteed by the silent inverter motor, which ensures long-lasting and reliable operation, drastically reducing noise and vibrations during washing.

AXI now features **Amazon Dash Replenishment**, so customers never have to worry about reordering laundry detergent products or monitoring their household stock of laundry supplies. They can simply activate Dash Replenishment and then rely on Amazon to automatically deliver products when more are needed: owners can simply set up Dash Replenishment through **Hoover Wizard App** using their Amazon account, and then select the detergent they want to automatically reorder.

AXI will then measure how much detergent has been used by counting wash cycles, and automatically reorder the selected products when supplies are running low.

Moreover, AXI ranks among the **excellence classes** for **energy saving** and **silence**: The **A+++ energy class** is in fact the top quality for eco-efficient home appliances and guarantees the best results in face of lower energy consumption.

*“Hoover aims to propose and launch products able to innovate and improve customers experience towards smart living and smart home experience” declared **Piergiorgio Bonfiglioli, Connectivity Director, Haier Europe**. “With AXI we are launching on the market a smart product able to represent the evolution of his connected appliance and teaming with a remarkable partner like Amazon to offer an intelligent product that also ranks in the excellence of the sector for his energy class and high sustainability rate”.*



*“Dash Replenishment is all about making customers’ lives easier and helping ensure they never run out of everyday essentials” said **Eric Saarnio, Head of Amazon Devices EU.** “With Dash Replenishment, customers can skip a trip to the store and simply depend on their Hoover AXI connected washing machine to reorder the moment supplies run low – it’s just that easy. We’re thrilled to be teaming up with Hoover to expand the portfolio of appliances.”*

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***Hoover**, international brand with a strong innovative character, has been a market trend-setter for over a hundred years, introducing high-performance products to take care of people’s wellbeing. It offers a full range of small and large free-standing and in-built household appliances the high end of the market. Hoover is at the innovation frontier also for ecological values: all products are in the excellence classes for energy savings and silence. Hoover is one of the international market leaders in floor care.*

*[http://www.hoover.it/it\\_IT](http://www.hoover.it/it_IT)*