



BORN INNOVATIVE



The way you live



BESPOKE CARE

With more than 100-years of expertise behind us, we have developed the ability to listen and understand the needs of you customers. We know that your home is a part of yourself, your appliances are the statement of your idea of beauty. And we know that your cuisine is the expression of your lifestyle.

Our aim is to explore new solutions which are tailored to your preferences. This is the reason why Hoover has always created home appliances that are **beautiful, reliable, and guaranteed to achieve excellent results.**

We work to create the most innovative domestic appliances, top quality products with outstanding performances, beautiful lines with the best of efficiency: everything is needed to make you feel fulfilled and to optimise your health, your well-being, and above all your satisfaction.

This is what we call bespoke care: to let you live your life as you want, as you imagine, as you deserve. **As you are.**

Hoover. Clean, wash, cook, chill the way you live.





EXPLORING NEW SOLUTIONS

Once again, Hoover is leading the change.

TED Textile Expert Detector is the most advanced solution in the washing machine development research. Thanks to its outstanding technology, this device is able to recognise the fabrics and the stains of your clothes, and select the perfect program to preserve and make your dresses shine again.

AXI Refrigerator with Always Fresh Technology is the latest, amazing discovery in food storing. Using a special technology tested by the food science department of the University of Milan, AXI Refrigerator is the first intelligent fridge that provides bespoke solutions and, thanks to this exclusive technology, preserves your food taste, colour and freshness for a longer time, just as they were when you bought it.

KeepHeat is the first and only oven designed to cook and preserve your food. With its professional low-temperature cooking technique, KeepHeat represents the revolutionary way to prepare your meals ahead of time and to store them without losing the nutritional values, as if they were cooked right before serving.

We are always proud to create the technology of the Future. Close to you. Now.

Hoover. Born innovative.





THE EVIDENCE OF THE FUTURE

Hoover's mission to bring Artificial Intelligence to everyday life has reached a new frontier: we're proud to present AXI, the new-era washing machine. This bold declaration is based on four achievements: **superlative performances, visionary solutions, superior efficiency, excellent results.** Hoover managed to turn bright ideas into reality.

Hoover AXI is the first washing machine with **TED Textile Expert Detector**, the outstanding device that is able to recognise the kind of fabrics and the presence of stains and suggest the best program to use. The only washing machine you can talk with, spontaneously, easily.

It is the first appliance on the market that features a **14Kg drum capacity**. To wash more and also to wash better, avoiding wrinkles.

Above all, it features an unmatched energy class: **A+++ -80%**. It means that our product is so future-oriented that it's actually out-of-scale: 80% over the top evaluation!

Hoover AXI. Wash the way you live.





THE KITCHEN OF THE FUTURE

The Kitchen of the Future is the most revolutionary experience you will have access to. It is based on the human desire to push the boundaries of imagination and living the impossible.

A unique interaction with fully interconnected appliances led by **Hexe**, your new virtual personal assistant. Hexe is the daily partner ready to make you feel better than ever, by understanding your specific needs, your habits and your social life too.

Yes, you understood correctly: Hexe learns directly from you and develops the best suited suggestions for your life, such as seasonal complete menus according to your tastes and your guests'.

So, we are proud to present the Kitchen of the Future, in full virtual reality. Are you ready for the **bespoke experience** you've never even imagined to live?

***Hoover Kitchen of the future.
Cook the way you live.***





PIONEER OF CHANGE

THE NEW STANDARD

When you aim for the stars, you need to break the rules. Hoover's research and development is a constant, on-going process. Merely settling for A in all energy-label classes means leading the present, but we always want to go further. It's not enough to have top-performing appliances: we want **maximum cleaning results on all surfaces**. And in the field of minimum energy consumption, we are going the extra mile as we are **setting a new, top standard: 4A+++**, the certification of Hoover excellence. This range of bagged and bagless canisters offers amazing performances, yet it is incredibly silent. Vacuuming has never been so quiet thanks to the Acoustic Care System.

110th ANNIVERSARY

To celebrate our 110th anniversary, we are proud to present a dedicated range of bespoke products. Canisters **Telios Extra** and **Reactiv**, along with cordless upright **Rhapsody Energy**, offer a complete set of accessories for a perfect cleaning solution for your home and car.

Clean the way you live.



H-FREE

H-Free is the agile, highly manoeuvrable, cordless stick that matches corded performance*. It is the **perfect solution for effortless cleaning on all surfaces** thanks to its ultra manoeuvrable motorised nozzle and its many accessories that allows you to clean all surfaces of the house, in tight spaces and above high furniture.

H-FREE: agility and performance.

* Performance based on internal tests of dust pick up on hard floor, hard floor with crevice, and carpet, measured according to EN 60312-1 and attaining the dust pick up limits of Regulation (EU) No 666/2013



RHAPSODY POWER

Hoover presents Rhapsody Power: the ultimate versatile, performing and technologically advanced cordless stick that takes care of all surfaces thanks to a full set of accessories.

Equipped with the unique HSpin-Core technology this revolutionary dust separation system allows you to have a high dust separation efficiency. Cleaning the bin has never been so easy. It is the total care solution for your home. The ultra powerful 22V lithium battery pack grants up to 35 min of autonomy.

Rhapsody Power: the powerful care for an end-to-end super experience.



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