

**EMEA- PRESS RELEASE TEMPLATE - Please note that the “official” Press Release for each country has been issued in the local language and includes the relevant kettle models numbers and the telephone number to contact for that country.**

## **Whirlpool announces a voluntary safety campaign for KitchenAid 1.7 Litre Electric Kettles.**

*Brussels/Belgium, 20th February 2018* - Whirlpool Corporation and its brand “KitchenAid” today announce the launch of a voluntary safety campaign involving the Model Type 5KEK1722 KitchenAid electric kettle.



The reason for this voluntary safety campaign is that Whirlpool believes the handle of the KitchenAid kettle can, in rare circumstances, separate from the upper attachment points to the kettle’s body and become unstable. **Whirlpool has already implemented modifications at the point of manufacture to ensure that kettles now being delivered from our warehouses are not affected.**

The products involved are 5KEK1722 models within the specified serial number range as shown here:

<b>Model Numbers</b>		
Mainland Europe / Middle East/Africa	UK / Ireland / Cyprus/Middle East	Switzerland
5KEK1722EAC	5KEK1722BOB	5KEK1722SOB
5KEK1722EER	5KEK1722BSX	5KEK1722SSX
5KEK1722EOB	5KEK1722BAC	5KEK1722SAC
5KEK1722ESX	5KEK1722BER	5KEK1722SER

Note: the model number and serial number are located within the label on the base of the kettle.

**Whirlpool would ask any consumer who has one of the models, manufactured within the affected production range, to stop using the kettle and contact our Consumer Care Centre at**



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toll free number (N.B. Specific phone numbers are available for each country and you can find them also in the RECALL TELEPHONE NUMBER SECTION on the Website) from 9:00am to 6:00pm, Monday through Friday.

Consumers can also visit [www.repair.whirlpool.com](http://www.repair.whirlpool.com) to determine if their electric kettle is affected.

**Whirlpool will replace all affected kettles free of charge to the consumer.**

Any media inquiries should be directed to the Whirlpool Corporation Media Line at [whirlpool@apcoworldwide.com](mailto:whirlpool@apcoworldwide.com)

**Whirlpool Corporation.** Whirlpool Corporation (NYSE:WHR) is the world’s leading major home appliance company, with approximately \$21 billion in annual sales, 92,000 employees and 70 manufacturing and technology research centers in 2017. The company markets *Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, Jenn-Air, Indesit, Hotpoint* and other major brand names in nearly every country throughout the world.

In Europe, Middle East and Africa (EMEA) it has approximately 22,000 employees, a sales presence in more than 30 countries and manufacturing sites in seven countries. Whirlpool EMEA is an operating segment of Whirlpool Corporation. Whirlpool Corp.’s EMEA Headquarters are located in Pero (MI), Italy. Additional information about the company can be found at [WhirlpoolCorp.com](http://WhirlpoolCorp.com) or find us on [LinkedIn](#), [Twitter](#) and [Medium](#).