

LOEWE.

Home of Excellence.

Exclusive Pre-Launch: Loewe unveils aura.matic, a premium automatic coffee machine designed around choice and convenience



Kronach, Germany – 30 September 2026 – Luxury German technology brand Loewe renowned for combining elegant design with unmatched European craft, has launched the Loewe aura.matic, a premium innovative and intuitive automatic coffee machine made to give coffee lovers more choice over preference and style, while making it easy to prepare barista-style coffee at home.

At the heart of Loewe aura.matic is a dual-bean system with two separate stainless-steel conical grinders. This means users can keep two different coffees ready at the same time, and switch between them at the touch of a button. Additionally, appealing to the taste of the user, the two beans can also be combined to create a personalised blend.

The machine is designed to make a wide range of coffee drinks quickly and consistently. Its dual thermoblock system provides precise temperature control for both coffee and milk, while 18 pre-installed coffee specialties can be adjusted to suit individual tastes. A professional 20g removable brewing unit helps extract maximum flavour and can be easily removed for cleaning and maintenance.

“With the new Loewe aura.matic, we wanted to elevate the pleasure of everyday coffee, combining exceptional quality with the freedom to savour each cup exactly as you like it,” said Aslan Khabliev, CEO of Loewe Technology. “Coffee is an everyday pleasure with a

LOEWE.

Home of Excellence.

deeply personal significance. With the new Loewe aura.matic, we wanted to honour that connection, transforming a familiar ritual into a moment of quiet indulgence. The dual-bean system offers the freedom to move effortlessly between different coffees or compose your own signature blend, while automatic functions take care of preparation with ease. We have brought the same care to its design, creating an elegant presence that complements the kitchen. Every detail serves a singular pleasure: savouring your favourite coffee, prepared to barista quality, in the comfort of home.”

The experience is controlled through a 7-inch touch display as well with a dedicated Loewe aura.matic app, with up to six individual user profiles allowing everyone in the household or in the office to save their preferred drinks. The App connectivity also enables remote preparation, while an integrated cup-detection sensor ensures a cup is correctly positioned before brewing begins, meaning users never need to worry about unwanted mess being created from the machine’s simple, elegant process.

Loewe brings its distinctive design perspective to aura.matic, balancing architectural clarity with the warmth of natural materials. Its considered 360° design combines an aluminium housing, a glass door and a wooden frame, creating a refined interplay of texture, light and reflection. The precision of aluminium and the understated elegance of glass find a warm counterpoint in wood, giving the machine a character that feels both contemporary and inviting.

The glass door can be opened and closed manually, revealing the coffee machine when in use and concealing it when closed. This simple gesture transforms aura.matic from an everyday appliance into a discreet design piece, preserving the visual harmony of the surrounding space. Designed to be appreciated from every angle, it sits naturally within contemporary kitchen interiors, bringing the same attention to aesthetics as to the daily ritual of coffee.

Key features at a glance

- **Dual-bean system:** Two separate grinders keep two coffee varieties ready at the same time, with the option to switch between them or create your own blend.
- **18 coffee specialities:** Choose from a wide range of drinks and adjust them to your preferred taste.
- **Dual thermoblock system:** Fast preparation with precise temperature control for consistent coffee and milk results.
- **Professional 20g brewing unit:** Designed for rich flavour and consistent extraction, while being easy to remove for cleaning.



Home of Excellence.

- **Integrated milk system:** Creates fine milk froth and is designed for convenient handling and easy cleaning.
- **7-inch touch display:** Simple, intuitive control directly from the machine.
- **Dedicated app:** Prepare and personalise drinks remotely and save preferences for up to six individual profiles.
- **Premium Loewe design:** 360° styling with an aluminium housing, glass door and real wooden frame.

With aura.matic, Loewe combines the convenience of an automatic coffee machine with the flexibility to choose, personalise and enjoy coffee exactly the way you like it – all in a premium design made for the home.

Pricing and availability

Loewe aura.matic will be priced at £5,000/€5,000. They will be made available in late 2026.

For more information, visit www.loewe.tv.

-Ends-

About Loewe

Loewe has stood for inventiveness and luxury consumer electronics products for more than a century. From its founding in 1923 to the invention of electronic television in 1931, Loewe has developed into a globally operating, traditional company. With 200 employees and an international sales network, Loewe Technology GmbH is now active in over 50 countries with its high-quality, elegant TV and audio products. The global brand looks back with passion and pride on its exceptional innovative strength, tradition, and craftsmanship perfection, "Made in Germany." The unique combination of German engineering, excellence, exclusive design, and sustainability has shaped the brand culture. The traditional manufacturing and high-tech production site at the headquarters in Kronach, Upper Franconia, is at the heart of Loewe.

For further information and images, please contact: loewe@littleredrooster.co.uk