

HITACHI
Inspire the Next

UPGRADE FOR LIFE

With the latest advanced technology and the trust that comes with a 100-year reputation for reliability, Hitachi home appliances are the ultimate choice for every room, in every home.

Featuring smart human-friendly designs, advanced eco-conscious technologies and quality materials, Hitachi home appliances accentuate your everyday life, Upgrade for Life.

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VC01-1708

Vacuum Cleaner

HITACHI
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UPGRADE FOR LIFE



Powerful Cyclone

Full Range of Cyclone Series
that's Just Right for You.



The Allergy UK Seal of Approval

Hitachi's vacuum cleaner was awarded the Allergy UK Seal of Approval in recognition of its proven ability to reduce exposure to allergens.

*Tested by Allergy UK (The British Allergy Foundation). Tested with house dust mites and pollen.



SC Series



**POWER BOOST
CYCLONE**



CV-SC230V
Deep Red Metallic

SU Series



CV-SU23V
Silky Red

SE Series



CV-SE230V
Orange Metallic

The Power Boost Cyclone Cleaning Difference

With cutting-edge Power Boost Cyclone technology and a 2300W motor, Hitachi's exceptionally powerful suction for more thorough cleaning than ever. Plus unrivalled

latest vacuum cleaners provide continuous, Japanese quality and reliability.



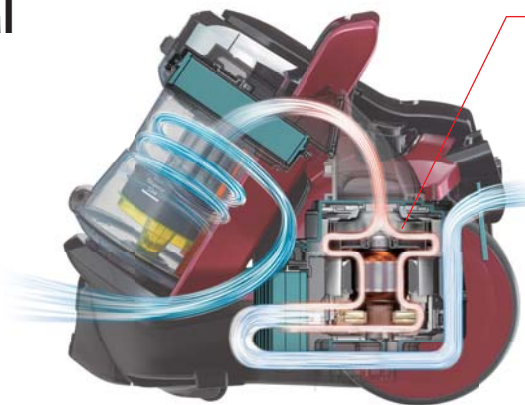
Powerful Cyclone *POWER BOOST CYCLONE*



Dust & Air Centrifugal Separation System

Air is efficiently boosted at the cyclone chamber inlet to generate a powerful cyclone that separates dust and air by centrifugal force. And the stepped shape design of the dust case helps to prevent dust from being blown back to the top.

Powerful Suction
2300W



High Power Motor

The application of fluid analysis techniques has resulted in a high-efficient design that generates the high power that's the source of the powerful suction.



Easy and Clean Dust Disposal

Dust, together with the allergens it contains, is highly compressed by the Dust & Air Centrifugal Separation System. You can push it out with one-touch operation using just one hand without coming into contact with it.



Washable Dust Case

You can disassemble the dust case and wash all the parts with water, so it's easy to keep it clean.

