

7 January 2019

Mitsubishi Heavy Industries: Best Brand of Air Conditioners for 2018 by CHOICE®

Split System Air Conditioners Overall Winner for 2018

Standing tall against the ‘best of the best’, Mitsubishi Heavy Industries Air-Conditioners Australia (MHIAA) has been selected by CHOICE® as the *Best Brand of Air Conditioners* for 2018.

This highly regarded stamp of approval by Australia’s Consumer Group CHOICE® is based on test reviews of 140 split-system air conditioners and 7738 respondents in the annual reliability and satisfaction survey completed by CHOICE® annually. Furthermore, the findings are weighted on brand reliability, overall average test score, recommendation ratios and overall customer satisfaction.



According to CHOICE®, air conditioners are reviewed twice a year – in May and October respectively, to ensure the most accurate results for both the winter and summer seasons. Data is then cross-checked against the Government registration database for complete accuracy.

Adrian Brown, National Sales and Planning Manager for MHIAA says that receiving the *Best Brand* recognition by CHOICE® cements its commitment to quality, technology and customer service.

“Against tough competition, we scored a *Best Brand* score of 79% and a satisfaction rating of 91% with a high reliability rating of 88%. This talks to high performance, quality, exceeding customer expectations and ultimately improving lives”.

In addition to this, MHIAA has licenced three CHOICE® recommended products in the small, medium and large capacity categories in October 2018 for its Bronte® SRK71ZRA-W and Avanti PLUS™ SRK25ZSXA-W and SRK50ZSXA-W units.

“At MHIAA we pride ourselves on global research and development. Our products are designed and engineered in-line with local and international standards while keeping the Australian consumer needs top-of-mind” says Adrian.

“We believe in creating long-lasting relationships with our customers and in walking this exciting journey with them – from finding the perfect AC solution right through to installation and after sales services”.

“We would like to thank CHOICE® and the Australian consumers for this esteemed recognition. It is an honour and it further validates our commitment to our customers.” concludes Adrian.

This acknowledgement of merit will continue to help Mitsubishi Heavy Industries grow and develop in the consumer market and increase awareness of our quality and technological advancement across residential and commercial applications.

About Mitsubishi Heavy Industries Air-Conditioners Australia

Mitsubishi Heavy Industries Air-Conditioners Australia offers a complete range of premium air-conditioners for residential and commercial spaces. Innovation is central to the organisation and underpins every aspect of MHIAA's product range. Fostering Japan's technological leadership and in combination with the organisation's rich heritage in engineering, aviation and spacecraft leadership, the company continues to achieve unrivalled success in Australia and New Zealand.

For further information and to see the full range visit www.mhiala.com.au or call 1300 138 007.