

MHIAA Celebrates 20 Years in Australia

In 2019, Mitsubishi Heavy Industries Air-Conditioners Australia, Pty. Ltd. (MHIAA) celebrates its 20th anniversary in Australia.

What initially started off as dedicated Air Conditioners sales division in 1999 under the banner of Mitsubishi Heavy Industries Australia (MHIAU), has today expanded around the country and into New Zealand. Through successful operations, the company grew and eventually developed as Mitsubishi Heavy Industries Air-Conditioners Australia (MHIAA) in 2009 to bring award-winning, high quality air conditioning solutions for both commercial and residential applications.

Building on a rich global heritage of more than 130 years, MHIAA has endeavoured to develop a company with a local heart, right here on our local shores.

Driven by their commitment to innovation, integrity and excellence, for MHIAA it is the people who have been responsible for the company's success and growth. According to Mr. Yuji ITO, Managing Director for MHIAA, "Taking Australia's comfort into our hands is no small feat. We are inspired by our customers; we listen to them and we develop solutions based on their needs."

"Over the past 20 years we have witnessed and have been instrumental in creating change through engineering and design. From silent operation, to long reach air flow, energy conservation and durability right through to digital advancements with Wi-Fi connectivity, MHI products continue to focus on innovative solutions for the HVAC market. One of the things I really enjoy about being part of the team is the focus on innovation, research and development. It is so important, not only in today's competitive market, but in keeping us ahead of consumer demands and new technology" adds Mr. ITO.

To celebrate 20 years in the local market, MHIAA wanted to give something back to the community. The 2018/19 summer campaign proved just that, where MHIAA donated \$20 to the Australian Red Cross Natural Disaster Relief Fund for every registered air conditioner unit purchased by the consumer (Dec 2018 – Feb 2019).

Mr. ITO says that this cause resonates in the hearts and minds of Aussies, particularly over our harsh summer season. "While most of us enjoy a comfortable home environment throughout the year, many Australians face the reality of natural disasters each day particularly during our harsh summer. With MHIAA celebrating its 20th year in the market, we really wanted to use this time to give back to our local communities."

Further cementing its commitment to the market, MHIAA was selected by CHOICE® as the Best Brand of Air Conditioners for 2018 against tough competition. This highly regarded stamp of approval is based on the latest reviews of 140 split-system air conditioners and the 7,738 responses in the annual reliability and satisfaction survey completed by CHOICE® members. The results were based on a number of different factors including 'Customer Satisfaction' and 'Brand Reliability, in which Mitsubishi Heavy Industries scored extremely well – achieving an impressive 91% for customer satisfaction and 88% for brand reliability. This allowed the company to out-perform all competitors and achieve an overall Best Brand Score of 79%.

Furthermore the brand is endorsed by brand ambassador and home aficionado, Tara Dennis. Tara joined the company in July 2017 as the brand's first ambassador to Australia and New Zealand. For Mitsubishi Heavy Industries, Tara Dennis was an undeniable choice as she represents all that the brand stands for and brings a level of trust to the minds of consumers. This partnership has generated and extended the Mitsubishi Heavy Industries brand image across Australia and New Zealand.

"Without our customers and our resellers, it would not be possible to have achieved any of these milestones or accolades. Thank you for your continued support and here's to the next 20 years" Mr. ITO concludes.

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.

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