

# Mitsubishi Heavy Industries: Best Brand of Air Conditioners for the SECOND Year in a row

## Split Systems Air Conditioners Overall Winner for 2019

Capping off an incredible 20th anniversary year, Mitsubishi Heavy Industries Air-Conditioners Australia, Pty. Ltd. (MHIAA) is pleased to announce that they have once again been recognised as the Best Brand of Air Conditioners by leading consumer advocacy group CHOICE®.

The Best Brand of Air-Conditioners recognition is based on test reviews of over 140 split system air conditioners and the results of the annual reliability and satisfaction survey completed by 7738 CHOICE® members.

According to CHOICE®, the Best Brand recommendation is given to companies with a clear lead over their competitors during the test period. Factors include performance over the last 12 months, customer satisfaction and reliability information submitted by CHOICE® members on their experience with the brand. This is then combined with the bi-annual review of split systems conducted independently by CHOICE® and all contribute to a company receiving the Best Brand recognition.

Overall Mitsubishi Heavy Industries out performed all competitors with an overall Best Brand Score of 79% to be awarded the Best Brand of Air Conditioners in 2019.

Managing Director of MHIAA Mr. Yuji Ito notes that receiving this recognition for the second time exemplifies the company's commitment to bringing high quality and reliable products to the Australian market.

"Receiving this honour for the second year in a row highlights the quality product we are bringing to the Australian Market. In 2019 we once again received a customer satisfaction rating of 91% and a high reliability rating of 88% to be awarded the Best Brand of Air Conditioners for 2019."

"At MHIAA we are committed to high performance, quality and exceeding customers expectations and to be recognised by CHOICE® for the second year running highlights our ongoing commitment to these efforts." Mr. Yuji Ito, MHIAA.

For MHIAA, receiving this recognition in both 2018 and 2019 cements their belief in creating long-lasting relationships with customers and their commitment to global research and development.

"As a company, Mitsubishi Heavy Industries takes pride in developing and designing products that are engineered in line with local and international standards. We believe in keeping consumers at the forefront of our heating and cooling solutions and going above their expectations to help them find the perfect AC solution for their needs" -Mr. Yuji Ito

"We would once again like to thank CHOICE® for this esteemed honour and for once again recognising MHIAA as the Best Brand of Air-Conditioner." – Mr. Yuji Ito.

As MHIAA looks to the future, this acknowledgment of merit will once again cement the company as a leading supplier of heating and cooling solutions to the Australian consumer.

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