

**MEDIA RELEASE**  
**9 December 2024**

## **Mitsubishi Electric Australia secures fourth consecutive win for CHOICE's Best Brand Fridges Award**

*Another milestone for Mitsubishi Electric Australia during its 50th year anniversary*

**SYDNEY, Australia, 9 December 2024** – Mitsubishi Electric Australia, celebrating its 50th anniversary in the country, has been awarded CHOICE Best Brand Fridges for the fourth consecutive year. This prestigious award solidifies Mitsubishi Electric as a leader in the Australian appliance market and reinforces its reputation for delivering reliable, high-quality products.

The [CHOICE Best Brand](#) award acknowledges the consistent excellence in reliability, customer satisfaction, and overall performance by Mitsubishi Electric. CHOICE experts rigorously tested over 50 popular fridge models, evaluating key criteria such as food freshness, temperature stability, 10-year running costs, and reliability.



'In 1983, we introduced our first fridge in Australia, and now, five decades later, we are once again being recognised in this category. This quad award win really is a testament to our commitment to excellence and customer satisfaction, and we're thrilled to receive it once again, especially during our 50th anniversary,' said Jessica Millard, Marketing & Communications Manager, Mitsubishi Electric Australia. This showcases that we are dedicated to providing Australians with innovative, reliable products that make a real difference in their daily lives.'

Mitsubishi Electric [refrigerators](#) cater to diverse consumer needs, offering a range of designs, capacities, and models, including multi-drawer, French door, top-mount and bottom-mount freezer options. This reputation for reliability, combined with innovative features and energy-efficient designs, has earned Mitsubishi Electric a loyal customer base across Australia.

'New models released this year have been developed with Australian households in mind,' continues Millard. 'We have very fierce competition in the Australian market, so for

customers to continue putting their trust in our products, our technology, and our brand is an honour.' added Millard.

For more information on Mitsubishi Electric refrigerators, please visit [www.mitsubishielectric.com.au](http://www.mitsubishielectric.com.au)

**Spokesperson:**

Jessica Millard, Marketing & Communications Manager, Mitsubishi Electric Australia

**Mitsubishi Electric, works for me.**

For more information, visit us at [www.mitsubishielectric.com.au](http://www.mitsubishielectric.com.au)

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**About Mitsubishi Electric**

Established in 1974, Mitsubishi Electric Australia is a wholly owned subsidiary of Mitsubishi Electric Corporation. Mitsubishi Electric is a recognised world leader in the manufacture, marketing and sale of electrical and electronic equipment used in cooling and heating, consumer electronics, home appliances, information processing and communications, space development and satellite communications, defence, industrial technology, energy, power systems, transportation and building equipment.

For 50 years, we have supported local manufacturing and provided high-quality, reliable products and solutions to businesses and consumers across Australia. With our commitment to 'Changes for the Better', we will continue to seek the realisation of a vibrant and sustainable society through technological innovation and ceaseless creativity so that Australians can experience 'A Life More Electric'.