

**MEDIA RELEASE**  
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## **Mitsubishi Electric Australia secures fifth consecutive win for the CHOICE Best Brand Fridges Award**

*A continued testament to reliability, innovation, and customer trust*

**SYDNEY, Australia, 8 December 2025** – [Mitsubishi Electric Australia](#) has once again been recognised for its commitment to quality and reliability, receiving the **CHOICE Best Brand Fridges Award** for the fifth consecutive year. This ongoing achievement reinforces Mitsubishi Electric as a leader in the Australian appliance market, and a brand that customers trust for performance, longevity, and everyday ease.

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.



‘The fifth consecutive win is a reflection of the trust Australians continue to place in our refrigerators and our broader brand,’ said **Jean-Marc Adele, Home Appliance Product Manager, Mitsubishi Electric Australia**. ‘Since introducing our first fridge to Australian householders more than forty years ago, we have remained committed to delivering products that are thoughtfully engineered, long-lasting, and designed for real Australian homes.’

Mitsubishi Electric [refrigerators](#) are designed to accommodate a wide range of household needs, offering various styles, configurations, and features to suit different kitchen layouts and storage preferences. Engineered for reliability and long-lasting performance, these refrigerators help maintain optimal food freshness and support an organised and efficient kitchen environment year-round.

‘We’re incredibly proud to see our refrigeration range continue to stand out in the market. Customers value not just our technology, but the experience of owning a Mitsubishi Electric fridge,’ Adele added.

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

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## **A Life More Electric**

### **Spokesperson:**

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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'.