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## Trusted Reliable Performance – Make a Smart Long-Term Investment with Mitsubishi Electric

# We did it again!



When it comes to heating and cooling, it might be tempting to opt for a lower-end brand.

However, choosing a value option can often lead to what is known as a false economy – saving money upfront but facing higher costs in the long run due to inefficiencies, more frequent repairs, or earlier replacement needs.

This is particularly relevant in New Zealand, where our diverse climate demands robust performance from heat pumps.

### The True Cost of Choosing Lower-end Brands

These lower-end alternatives might seem like a bargain, but they come with hidden costs.

When temperatures drop below 7°C, many low-cost heat pumps struggle to maintain performance. They can get stuck in defrost mode, consume more energy and still fail to provide the necessary heating.

The result? Uncomfortable conditions inside your home just when you need heating the most.

Additionally, the strain of operating under extreme conditions can lead to more frequent breakdowns.



## Avoiding the Pitfalls with Mitsubishi Electric

In contrast, Mitsubishi Electric Heat Pumps are built with proven reliability that withstands the test of time and the rigors of New Zealand's unique climate conditions.



Mitsubishi Electric HyperCore Technology is engineered to perform optimally even in extreme weather, ensuring consistent and reliable home comfort with guaranteed full rated capacity right down to -15°C.

## Long-Term Savings

Investing in a Mitsubishi Electric Heat Pump means fewer worries about breakdowns and replacement costs.

The longevity of these units is significantly greater than many cheaper alternatives, which often require more frequent servicing or earlier replacement.



### Quality you can rely on:

- All units line tested
- Performance tested
- 800 hour heat stress test
- 2000 hour endurance test

The durability of Mitsubishi Electric Heat Pumps also means that the total cost of ownership over the unit's life is often much lower than initially cheaper models.

## Peace of Mind



Choosing Mitsubishi Electric isn't just an investment in a heat pump; it's an investment in peace of mind.

Exclusively distributed by 100% locally owned and operated Black Diamond Technologies Limited for over 40 years in New Zealand, the combination

of an internationally trusted brand with the comfort of a locally owned and operated company means that you will always get the best products, the best local service and the best local support.

## Invest in the Best

Trust is built on consistent, positive experiences, and Mitsubishi Electric has earned the trust of New Zealanders, having achieved 11 Reader's Digest Trusted Brand Awards in the last 11 years – 9 of which were the Most Trusted Heat Pump Brand!



This accolade is more than just a title; it's a promise of satisfaction and a testament to the brand's commitment to excellence and after-sales support.

Make the smart choice: invest in Mitsubishi Electric and ensure you and your family benefits from the best in heat pump technology and reliability for years to come.

## Thanks New Zealand for Another Year!

Achieving 11 Reader's Digest Trusted Brand Awards in the last 11 years – and winning the Most Trusted Heat Pump Brand 9 times – cements Mitsubishi Electric as the leading brand Kiwis trust to keep them warm for over a decade.

