**Press Release July xx, 2018**

**“Most Innovative Brand” award to Vestel from Plus X Award**

**Vestel received 18 awards for its 6 products at the Plus X Award, the most prestigious technology and design competition of the world. Receiving the highest number of awards in the consumer electronics category at the competition, Vestel is elected as the “Most Innovative Brand”.**

Attracting attention with the innovations it adds to the technology world as well as with its design at the Plus X Award, one of the most prestigious competitions of the world, Vestel has been the brand receiving the highest number of awards in the consumer electronics category with 18 awards for its 6 products.

In the competition where the innovative technologies are rewarded and a large number of brands from different countries are nominated, the brands standing out with the innovativeness of their products according to the criteria such as innovation, design, high quality, ease of use, functionality, ergonomics and ecology are honored. The brands with highest number of awards in each category receive the “Most Innovative Brand” award, the most prestigious and biggest award of the Plus X. Organized for 15 years where the leading brands of the world in technology, sports and life compete with each other, the Plus X Award encourages the companies for innovative approaches and supports their development and increasing their innovation competitiveness.

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