**Press Release September 4, 2018**

**Vestel received certification from Germany for its record breaking products**

**Vestel’s white goods, offering energy, water and detergent saving thanks to the innovative technologies and also featuring record breaking program times, received certification from VDE, one of the most important independent testing bodies of Germany. VDE certificates have been presented to Erdal Haspolat, General Manager of Vestel White Goods, at the IFA, home and consumer electronics exhibition held at Berlin.**

Vestel’s innovative washing machines are certified by the German VDE (Verband Deutscher Elektrotechniker). With a primary goal of shaping the international standards in terms of innovation, safety and quality and performing independent tests, VDE performs tests related to the devices used in daily life from electrical personal appliances to home and IT technology products. The washing machine featuring Hydro-Boost technology spraying detergent-water mixture on the laundry from 14 different points, the washing machine featuring PyroJet technology offering the minimum annual energy and water consumption value in the market, and the washing machine reducing the need for detergent by 50% have completed the VDE tests and are entitled to receive four VDE certificates in total.

Making a statement related to the VDE certificates, **Vestel Group CEO Turan Erdoğan** said, “VDE tests approximately 100 thousand products annually. As Vestel, we have both registered our technology and our environment sensitivity by receiving this certificate with our environment friendly products. As Vestel exporting to 155 countries, it is very important for us that the high performance and environment sensitivity of our white goods are proven by an independent institute. We have trust in the quality of every product we produce. This certificate is the sign for this trust.”

Products completing the VDE testing process and receiving the certificate:

**Hydro-Charge Technology:**

Vestel is launching a feature that will radically change the washing concept for the washing products family. Hydro-Charge makes it possible to wash with electrolysis method. Thus, the new Vestel dishwashers featuring the Hydro-Charge technology offer a class A washing performance without detergent, while the washing machines featuring the technology offer class A washing performance by using 50 percent less detergent. Hydro-Charge technology means more environment friendly and more economical white goods. It reduces the detergent cost with detergent-free and 50 percent less detergent use, and also significantly contributes to the environment with less chemical use.

**Hydro-Boost Technology:**

It offers a more effective washing by spraying the detergent-water mixture on the laundry from 14 different points. With this advanced technology, the program times are shortened by 50 percent. Thanks to the Hydro-Boost technology, a 10 kg capacity washing machine with class A washing performance completes the fully loaded washing process in 159 minutes. And with the water softening technology, the colors are protected better and the machine’s physical life is extended.

**PyroJet Technology:**

The product featuring specially developed “PyroJet” technology has the lowest annual energy (49kW/h) and water (7700 lt) consumption values in the market. This product consumes 70 percent less energy than a product with A+++ energy level. With this technology, a full load of 8 kg can be washed only in 90 minutes with class A washing.

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