



Dear Team,

Today is a landmark day here at Lenovo, as we were just named to the Interbrand's list of the [100 Best Global Brands](#) — an elite group that includes some of the world's most powerful and recognizable companies.

Making the Interbrand Best Global Brands list for the first time is one of the BIGGEST events that has ever happened to us as a brand. The most important thing for us when it comes to this award is the company that we are now included with. If you look at the other brands on the list, it truly is an impressive group of companies — and we are now a part of that.

We've always believed in the work that we've done as a brand, and are very proud of our new theme of "Never Stand Still." This attitude reflects the relentless approach we take to everything we do. We are now a more consumer-centric company and are engaging with our fans and employees more than we ever have before. This award from Interbrand is proof that what we're doing really works and is making a big impact on the business.

Use **#BGB2015** to join the conversation on Twitter.

The obvious question is this — what are we going to do next? This recognition is wonderful and quite the achievement, but now we plan on moving up the list. We now know what it takes to make the Interbrand Top 100, and we also know what we need to do to climb even higher. With your help, I know we can continue to succeed and keep rising on the list for years to come.

Cheers!

A handwritten signature in black ink, appearing to read "David Roman".

David Roman
Senior Vice President
Chief Marketing Officer
Lenovo

 Follow @iamdavidroman

