Larnaca, 27/05/2025

**Lidl Cyprus celebrated its 15th anniversary with a very special Lidl Plus anniversary competition**

**The company completed its anniversary competition for its 15 years of presence on the island, strengthening its relationship with Cypriot society.**

With a **prize-giving ceremony** at its head offices in Larnaca and on Thursday, May 22, 2025, Lidl Cyprus delivered the grand prize of its anniversary competition: the l**uxurious, electric BMW iX1 to the grand winner, Mr. Konstantinos S. from Nicosia.**

The car was handed over by **Mr. Vasilios Lagogiannis, Regional Managing Director of Lidl Cyprus,** who personally congratulated the winner and wished him many safe and enjoyable journeys with his new car.

The competition, organised as part of the celebrations of Lidl Cyprus’ 15th anniversary on the island, was held through the **Lidl Plus loyalty programme from March 4 to April 19, 2025**, attracting an **impressive participation from thousands of users**. In addition to the electric car, 15 more lucky winners won travel packages to popular destinations abroad, such as Dubai, London, Berlin, Prague and Budapest.

This specific action is part of a **series of actions and offers implemented by Lidl Cyprus on the occasion of completing 15 years of activity in the Cypriot market,** rewarding consumer trust and further strengthening its relationship with Cypriot society.

Download **Lidl Plus** now from [App Store](https://apps.apple.com/gr/app/lidl-plus/id1238611143?l=el), [Google Play](https://play.google.com/store/apps/details?id=com.lidl.eci.lidlplus&hl=el_419&pli=1) or [Huawei AppGallery](https://appgallery.huawei.com/app/C102933829) for free and register quickly and easily!

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