

Mitsubishi Electric to Strengthen FA Product Services in Turkey

Ratingen, Germany 10th October 2013

Mitsubishi Electric Corporation (TOKYO: 6503) announced that its sales subsidiary Mitsubishi Electric Turkey A.Ş. established a new factory automation (FA) center at its location in the Ümraniye district of Istanbul to provide enhanced services to locally operating manufacturers, especially Japanese automotive and component manufacturers, starting October 1. The Turkish FA Center is expected to support the ongoing expansion of Mitsubishi Electric's FA business in Turkey, where the company expects sales to reach 3 billion yen by the fiscal year ending in March 2016.

Services, open to all but tailored particularly to Japanese manufacturers, will include timely technical consultation, repairs, training and support for FA products. System proposals and engineering education will also be provided.

With the third largest population in Europe and a rapidly growing GDP (Gross domestic product), Turkey's economy is expected to see robust growth, particularly in the automotive and food industries, and the FA market is forecast to expand 10% yearly. Major Japanese manufacturers will be increasing their activities, raising demand for FA products and related service support.

Mitsubishi Electric started its FA business in Turkey in June 2013 with five locations and 42 employees. FA product support has been provided up to

now through local distributors and the European FA Center in Poland. The establishment of this new domestic center is expected to realize significantly faster and stronger FA product services throughout the country.

Mitsubishi Electric Turkey A.Ş.

President	Masahiro Fujisawa
Headquarters	Istanbul (European side)
Ownership	Mitsubishi Electric Europe B.V.: 70% Mitsubishi Electric Corporation: 30%
Paid-in capital	28.26 million Turkish lira (approximately 1,380 million yen)
Established	December 7, 2012
Employees	47
Business	-Industrial automation (sale, engineering services and integration) -Support for air conditioning and infrastructure -Marketing, including market research -Setting up sales networks and managing distributors

First released in Japan and Turkey on 30th of September 2013.

Photo Captions:



Picture 1: New Turkey FA Center, Ümraniye office



Picture 2: Maya Akar Center, location of Mitsubishi Electric Turkey HQ

Note to Editor: If you would like text in another language please contact Stephanie Jones at DMA Europa – Stephanie@dmaeuropa.com

About Mitsubishi Electric:

With over 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 121.000 employees the company recorded consolidated group sales of 29,5 billion Euro* in the fiscal year ended March 31, 2013. Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Mitsubishi Electric Europe B.V., Factory Automation European Business Group (FA-EBG) has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan. The role of FA-EBG is to manage sales, service and support across its

network of local branches and distributors throughout the EMEA region.

**Exchange rate 120,69 Yen = 1 Euro, Stand 31.3.2013 (Source: Deutsche Bundesbank)*

Further Information:

www.mitsubishi-automation.com

www.mitsubishielectric.com

Press contact:

Mitsubishi Electric Europe B.V.

Factory Automation European Business
Group

Monika Torkel

Marketing Communications Coordinator
Gothaer Str. 8

40880 Ratingen, Germany

Tel.: +49 (0)2102 486-2150

Fax: +49 (0)2102 486-7170

Monika.Torkel@meg.mee.com

PR agency:

DMA Europa Ltd.

Mr. Roland Renshaw

Europa Building, Arthur Drive, Hoo Farm
Industrial Estate, Kidderminster,
Worcestershire, DY11 7RA, UK.

Tel.: +44 (0)1562 751436

Fax: +44 (0)1562 748315

roland@dmaeuropa.com

www.dmaeuropa.com