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09 January 2017

**Mitsubishi Electric Turkey President explains the importance of
energy efficiency in Energy Saving Week**

Energy Saving Products Are Indispensable For A Sustainable World

As a global, leading green company, Mitsubishi Electric acts with the awareness that the most important drawback for a sustainable world is climate change while producing high technology solutions for the benefit of the society. In that respect, Mitsubishi Electric develops energy efficient innovative products in various areas as it aims to reduce the carbon dioxide emissions arising from production and use of products by 30 percent in 2021, its centenary. Referring to the importance of energy efficiency during the Energy Saving Week, Mitsubishi Electric Turkey President Masahiro Fujisawa told that the brand is distinguished with its air-conditioners of A+++ energy class, eco-friendly elevators from manufacturing to the functioning phases, automation systems offering high efficiency to the industry and its digital factory concept e-F@ctory.

As Mitsubishi Electric endeavours to create a brighter future with various innovations in the world, its Turkey President Masahiro Fujisawa underlined the importance of energy efficiency at the Energy Saving Week which is celebrated in the second week of January every year in order to create awareness for using natural resources efficiently.

Mitsubishi Electric Turkey President Masahiro Fujisawa underlined that Mitsubishi Electric always acts with the awareness that the most important drawback for a sustainable world is the climate change and told:



“We witness that awareness of energy saving and environment improves gradually in our modern world. Consumers prefer high quality, energy saving and eco-friendly products instead of consuming excessively by acting more sensitively. The fact that consumers are sensitive to environmental matters in that they

prefer eco-friendly products, focus on long-term objectives rather than short-term objectives for consumption behaviours, and prefer products with lower risks have a great impact on competition. It creates cost efficiency by reducing energy consumption and packaging wastes. The added value and competitive advantage created by eco-friendly products provide new opportunities and new investment opportunities for the company.”

“We aim to encourage environmental awareness”

Masahiro Fujisawa indicated that Mitsubishi Electric makes much progress as a leading, green company gradually: “In line with our targets for 2021, Mitsubishi Electric’s centenary, and our philosophy of Eco Changes, we aim to raise awareness on low carbon emissions, recycling, reduction of waste and respect for biodiversity and encourage environmental awareness. In parallel with our targets for 2021, we aim to reduce CO₂ emissions arising from use of products by 30 percent when compared to 2001 finance year in order to reduce carbon emissions. We endeavour to develop and introduce energy saving innovative products to that end. As a preliminary condition of sustainable growth, we also aim to reduce CO₂ emissions arising from manufacturing activities of Mitsubishi Electric by 30 percent when compared to 1991 finance year.”

“We develop high energy saving products and systems”

Fujisawa told that endeavours to create a low carbon society by reducing energy consumption by using limited resources efficiently has become more important in our modern society: “We, Mitsubishi Electric, develop products and services with high energy saving performance that enable the society to lead a reliable, safe and comfortable life style.”

“We reduce costs for industries with energy efficient operations”

As Fujisawa stressed that Mitsubishi Electric underlines the importance of energy efficiency in all businesses, he provided the following information about the endeavours of the company for different industries: “We provide significant energy efficiency in enterprises and projects with our high-tech, user friendly and long-term automation solutions which, in turn, reduce costs. We reduce carbon dioxide emissions arising from use of products as well as total emissions in manufacturing operations and we provide saving in applications of speed control and lighting control systems. e-F@ctory, our digital factory concept which is known as the response of Mitsubishi Electric to Industry 4.0, enables factories to undertake manufacturing operations faster and more efficiently leading them to save energy. Therefore, we are an assertive solution partner or automation solutions of energy saving and eco-friendly enterprises.”

The first hybrid air-conditioning system of the world

Fujisawa indicated that Mitsubishi Electric is one of the leading global brands in residence, office and industrial air-conditioning systems and said: “We not only produce solutions for different climate conditions but also aim to provide smooth performance to ensure maximum energy saving with an eco-friendly approach till the conclusion of system life. All our air-conditioners are included in A, A+, A++ or A+++ energy classification according to Seasonal Efficiency Criteria in terms of heating and cooling performance. Introducing hybrid systems to air-conditioning industry by means of a ground-breaking innovation, we provide the advantage of easy and cost effective assembly procedures in addition to high energy efficiency and optimum comfort. “Mitsubishi Electric Hybrid City Multi Systems”, known as the first system in the world that offers heating and cooling function concurrently through a double-pipe infrastructure thanks to its heat recovery technology which heats spaces by transmitting energy through water, makes great contribution to the reduction of carbon emissions and operational costs.”



Sensors reducing carbon footprint

Stating that Mitsubishi Electric acts with environmental awareness in all phases from the production to the assembly of elevators as in all other operations, Fujisawa concluded

his words by saying: “Known for reducing carbon footprint in manufacturing operations, Mitsubishi Electric elevators create high energy efficiency by activating stand-by mode when there are no calls or the traffic is low at the building according to which it turns of lights and fans of cars automatically. Also, LED lighting is preferred for all cars. The state-of-the-art technology group control systems ensure that the elevator which is closest to the relevant floor responds to calls so as to consume the least energy possible. Therefore, the elevator traffic is not affected and energy saving is promoted.”

About Mitsubishi Electric Corporation

With over 90 years of experience in providing reliable, high-quality products, 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, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavours to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,394.3 billion yen (US\$ 38.8 billion) in the fiscal year ended March 31, 2016. For more information visit: www.MitsubishiElectric.com*

** At an exchange rate of 113 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2016.*

About Mitsubishi Electric Turkey Operations

Mitsubishi Electric concentrates on sales and after-sales services for HVAC systems, factory automation systems, CNC-Mechatronics systems and advanced robot technologies in Turkey. In addition, the company provides support for satellite, elevator, visual data systems, power sources and transportation-based infrastructure projects. Mitsubishi Electric, the acknowledged manufacturer of Turksat 4A and 4B satellites contributing to communication and broadcasting infrastructure of Turkey and neighbouring countries, is also recognized for the automation technology used for Marmaray project. Having incorporated a company for development and manufacturing of room air-conditioners in Turkey in April 2016, Mitsubishi Electric intends to start manufacturing operations in Manisa plant by January 2018. For more information visit: tr.mitsubishielectric.com