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Fire of Anatolia Surprise from Mitsubishi Electric Air Conditioning Systems

All-Star 2018 is Surrounded by Basketball Fire

In Tahinciođlu All-Star 2018, that basketball lovers are waiting excitedly every year, Mitsubishi Electric Air Conditioning Systems has made a big surprise this year. Tahinciođlu Basketball Super League Main Sponsor Mitsubishi Electric Air Conditioning Systems caused basketball legends to meet with dance legends.



Tahinciođlu All-Star 2018, which took place in Sinan Erdem Sports Hall on Sunday, January 21st, 2018, has locked basketball lovers to TVs. The audience in the hall and in front of TVs have the chance to watch the show of the “Fire of Anatolia” dance group being the surprise of Mitsubishi Electric Air Conditioning Systems.

A group of male dancers from “Fire of Anatolia” group entered the hall wearing basketball forms at the beginning of the show presented by Mitsubishi Electric Air Conditioning Systems as a basketball fire. Basketball lovers without understanding what was happening who were watching the show that started with warm-up movements, the enthusiasm increased with the other dancers added to the group. As the show progressed, the audience who realized that the group was “Fire of Anatolia” dance group had great enthusiasm. “Fire of Anatolia” dance group consisting of 25 female and 25 male dancers fascinated the audience with their show.

D.J. Strawberry was selected as the Most Social MVP

Mitsubishi Electric Air Conditioning Systems, the pioneer brand of the air conditioner industry and the leading sponsor of the Tahinciođlu Basketball Super League, also carried this excitement to social media, with the enthusiasm created in the hall this year as it was the past year. Tahinciođlu All-Star 2018 was given a hashtag for each player to select the Most Social MVP (Most Valuable Player award), and in the competition that the fans of the players who shared the hashtag of their favorite players over the Instagram and Twitter pages, the player with the most hashtags was identified. In the competition which launched Tahinciođlu All-Star 2018 excitement in social media days before the event and which was highly contested, Besiktas Sompō Japan player D.J. Strawberry was selected as Tahinciođlu All-Star 2018's Most Social MVP. D.J. Strawberry took his award from Mitsubishi Electric Turkey Vice President Kenji Isazawa.

About Mitsubishi Electric Corporation

With over 95 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 endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,238.6 billion yen (US\$ 37.8 billion) in the fiscal year ended March 31, 2017. For more information visit: www.MitsubishiElectric.com*

** It was calculated by 1 USD = 112 Yen exchange rate announced by the Tokyo Foreign Exchange Market on March 31, 2017.*

About Mitsubishi Electric's Activities in Turkey

Mitsubishi Electric's main fields of activity in Turkey are; air conditioning systems, factory automation systems, advanced robotics, CNC mechatronic systems, elevator and escalator systems and visual data systems. Mitsubishi Electric, which established a room air conditioner development and manufacturing company in April 2016 in Turkey, began production in Manisa factory in December 2017. Mitsubishi Electric, the producer of Turksat 4A and 4B satellites, which contributes to the communication and publishing infrastructure of Turkey and neighboring countries, is notable for its satellites as well as the automation technology used in the Marmaray project. For more information; tr.mitsubishielectric.com

About Mitsubishi Electric Turkey Air Conditioning Systems

Mitsubishi Electric Turkey Air Conditioning Systems; provides sale and aftersale services for heating, cooling, ventilation and hot water supply with home and office air conditioners, commercial type air conditioners, City Multi VRF central system air conditioners, heat pump systems, ventilation systems, control systems and hand drying systems. Its products that are in A, A +, A ++ or A +++ energy class according to Seasonal Efficiency Criteria in heating and cooling, "MELCloud" which is a cloud-based solution that

provides control of the air conditioner over the internet, stand out with technological discovery service
"Keşfetteam" *which determined the air conditioner that is suitable for the space and the most suitable*
location for the air conditioner