

Purpose

We, the Mitsubishi Electric Group, will contribute to the realisation of a vibrant and sustainable society through continuous technological innovation and ceaseless creativity.

Our Values

Trust

We develop relationships based on strong mutual trust with all stakeholders including society, customers, shareholders, suppliers and employees working together.

Quality

We ensure the satisfaction of society and customers by providing products and services of the best quality.

Technology

We provide society with new value by enhancing technology and onsite capabilities.

Ethics and Compliance

We act with high ethical standards and comply with laws and social norms.

Humanity

We prioritise health and safety, promote diversity and respect personalities and human rights.

Environment

We strive to protect and improve the global environment, doing so in harmony with nature.

Society

We contribute to the development of a better society as a corporate citizen.

Commitment

Changes for the Better

"Changes for the Better" represents the Mitsubishi Electric Group's attitude to "always strive to achieve something better", as we continue to change and grow. Each one of us shares a strong will and passion to continuously aim for change, reinforcing our commitment to creating "an even better tomorrow".

Sincerely,

MITSUBISHI ELECTRIC TURKEY ELEKTRİK ÜRÜNLERİ A.Ş.