

Mitsubishi Electric Launches Industrial Automation Business in Turkey

7/17/2013

Mitsubishi Electric Corporation (TOKYO: 6503) announced that its local Turkish entity, Mitsubishi Electric Turkey A.Ş., has integrated the operations of GENEL TEKNİK SİSTEMLER SANAYİ ve TİCARET ANONİM ŞİRKETİ (GTS) and is now inaugurating sales of industrial automation systems under a new 42-person organization encompassing five sales offices in the country.

Under the new structure, Mitsubishi Electric envisions industrial automation sales reaching 3 billion yen by the fiscal year ending in March 2016 in Turkey, one of its priority markets. For further growth, Mitsubishi Electric Turkey also expects to develop sales in neighboring countries.

In addition, Mitsubishi Electric Turkey will support efforts to expand other Mitsubishi Electric businesses in Turkey, including those involving air conditioning and infrastructure-related business, such as satellites, elevators/escalators, electrical equipment for railcars, and power systems.



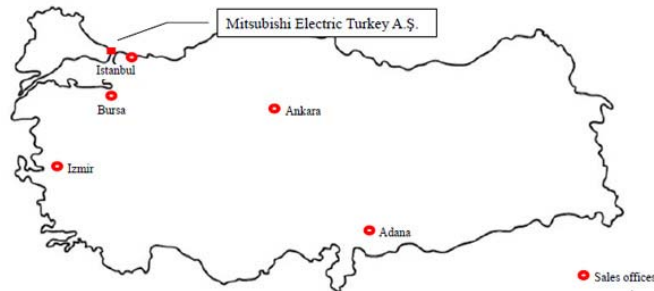
Former GTS building, location of industrial automation business



Maya Akar Center, location of Mitsubishi Electric Turkey HQ

Mitsubishi Electric Turkey A.Ş.

President	Masahiro Fujisawa (appointed April 1, 2013)
Headquarters	Istanbul (European side)
Ownership	Mitsubishi Electric Europe B.V.: %70 Mitsubishi Electric Corporation: %30
Paid-in capital	28 million Turkish lira (approximately 1,240 million yen)
Established	December 7, 2012
Employees	45
Business	-Industrial automation (sales, engineering services and integration) -Support for air conditioning and infrastructure -Marketing, including market research -Setting up sales networks and managing distributors



About Mitsubishi Electric Corporation

With over 90 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) 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 3,567.1 billion yen

(US\$ 37.9 billion*) in the fiscal year ended March 31, 2013. For more information visit www.MitsubishiElectric.com

* At an exchange rate of 94 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2013