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Elevators come with high safety and comfort advantage

Avrupa Konutları Kale opts for Mitsubishi Electric elevators

Artaş İnşaat, pioneer of branding in housing industry, preferred technology leader Mitsubishi Electric for the elevator systems of Avrupa Konutları Kale following Tema İstanbul, Vadistanbul Bulvar and Vadistanbul Park projects undertaken in joint partnerships in addition to Avrupa Konutları TEM, Avrupa Konutları Atakent 2, Avrupa Konutları Ispartakule 1, 2 and 3 projects. Offering elevators equipped with high level of passenger safety, speed, comfort, energy efficiency and economic life advantages, Mitsubishi Electric has already installed around 700 elevators and escalators in nearly 10 projects of Artaş İnşaat.

As Artaş İnşaat designed Avrupa Konutları Kale in Topkapı, one of the oldest settlements in Istanbul, with an alluring concept compatible with the renewed silhouette of the district, it preferred Mitsubishi Electric, a recognized world leader in elevator and escalator technologies, for this special project overlooking the historic Istanbul and sea view.

Committed to providing high level of passenger safety, high speed, maximum comfort long economic life, high energy efficiency and eco-friendly technologies in its elevator designs, Mitsubishi Electric has already installed around 700 elevators and escalators in nearly 10 projects of Artaş İnşaat, which is a pioneering



company in housing industry. Artaş İnşaat preferred Mitsubishi Electric elevators for not only Avrupa Konutları TEM, Avrupa Konutları Atakent 2, Avrupa Konutları Ispartakule 1, 2 and 3 projects but also Tema İstanbul, Vadistanbul Bulvar and Vadistanbul Park which were constructed under joint partnerships in order to promote high customer satisfaction with the help of high quality elevators and escalators.

Project-based practices

Mitsubishi Electric has taken part in several prestigious projects in Turkey until now thanks to the high technology used in elevators with the added advantage of high quality maintenance operations and services and it is expected to add value to Avrupa Konutları Kale project of Artaş İnşaat with high level of comfort, safety and energy efficiency. Mitsubishi Electric shall install 35 machine roomless elevators in line with the architectural design of Avrupa Konutları Kale. The elevators come with a speed ranging from 1 m to 1.75 m per second while the car walls were customized to use special timber-like steel walls which marks a variation from the standard practice.

Technology of the future



Mr. Süleyman Çetinsaya, President of Artaş İnşaat ve Avrupa Konutları, referred to their dedication to meet the expectations of customers in the best manner possible as he talked about their cooperation with Mitsubishi Electric: “We construct tomorrow’s world with our projects according to which we take care to provide investors with the technology of the future. Our choice of quality and reliability differentiates us from our competitors in the eyes of our customers. In that respect, Mitsubishi Electric is a great solution partner since it is one of the world leaders in terms of high and pioneering technology.”

Mitsubishi Electric contributes to nearly 10 projects of Artaş

Mr. Süleyman Çetinsaya went on to indicate that Artaş İnşaat aims to offer highly comfortable living standards in its projects: “Mitsubishi Electric has installed 700 elevators and escalators in nearly 10 projects of ours until now. To name just a few of the reasons motivating us to choose Mitsubishi Electric elevators, the high level comfort,

silent and smooth operation, and of course, safety are among the most important ones. In addition to the high quality and distinguished products of Mitsubishi Electric, we are extremely satisfied with the service and maintenance operations. They instantly provide the best solutions to our needs with a solution oriented approach. Another advantage is that they work in harmony with other solution partners. That is why we are satisfied with the services of Mitsubishi Electric. Furthermore, the residents also give very positive feedback about the products. We will certainly work with them in our new projects in order to offer optimum solutions that will guarantee high customer satisfaction.”



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

About Mitsubishi Electric's Elevator and Escalator Business

Mitsubishi Electric develops high speed, comfortable and safe elevators with high energy efficiency thanks to its high technology. The manufacturer of the sole spiral escalator in the world, Mitsubishi Electric is also a recognized world leader in vertical transportation business. The brand manufactures a wide range of products from standard models to spiral escalators. Offering high tech services in various countries globally, Mitsubishi Electric has also developed the world's fastest elevators (20.5 m per second) for 632 m high Shanghai Tower project in China.