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***Mitsubishi Electric develops elevators with high speed, comfort, safety and high energy efficiency***

## **Record Breaking Awarded Elevators**

***Mitsubishi Electric, the company with a name for itself with all the prestigious projects it takes part in throughout the world is developing elevators with high speed, comfort, safety and high energy efficiency. Breaking records in three different categories in Guinness Book of World Record as the fastest elevator, the elevator with longest travel distance in a building and the fastest double-deck elevator with its elevators in Shanghai Tower, the tallest building in China; Mitsubishi Electric also possesses numerous different awards. Being awarded in three different categories in the 'Best Elevator and Escalator of the Year' competition organized in the Turkey for the first time in 2017 by Liftinstituut, the independent auditing commission that audits elevators and escalators, Mitsubishi Electric also won the awards; 'Best Electric Elevator Assembly & Best Escalator Assembly of the Year', 'Best Elevator Maintenance of the Year' and 'Best Escalator Maintenance of the Year'. While doing all this; with numerous features such as determining elevator speed depending on the cabin load, reintroducing heat energy back into building's electrical network as usable energy, switching into sleep mode when no call is made or traffic is low it delivers considerable energy savings and reduces carbon footprint in manufacturing.***

One of the first brands to come to mind when one thinks of "technology" in the world, Mitsubishi Electric is also ambitious when it comes to elevators. Drawing attention with its innovative products and solutions, Mitsubishi Electric not only takes the spotlights with speed but also with comfort, safety and high energy efficiency in its elevators. In accordance with its "Eco Changes" principle which stand for the brand's attitude towards environmental

management, Mitsubishi Electric operates in an environmentally sensitive fashion in every phase of an elevator, from manufacturing to assembly, like in all other activities. Next generation products produced with Mitsubishi Electric's advanced technologies, when combined with the experience of its expert staff in consultancy, assembly and maintenance, provides high customer satisfaction.

### **No award or record is enough**



Being awarded in three different categories in the 'Best Elevator and Escalator of the Year' competition organized in Turkey for the first time in 2017 by Liftinstituut, the independent organization that audits elevators and escalators, Mitsubishi Electric also won the awards; 'Best Electric Elevator Assembly & Best Escalator Assembly of the Year', 'Best Elevator

Maintenance of the Year' and 'Best Escalator Maintenance of the Year'. The brand also broke Guinness World Records in three different categories 2017, namely being the fastest elevator, the elevator with longest travel distance in a building and the fastest double-deck elevator. Mitsubishi Electric's elevators in Shanghai Tower, the tallest building in China at 632 meters of height draw attention with its enhanced security, high level drive comfort, silent operation and energy efficiency advantages.

### **Prestigious projects are carried out with elevator systems**



Preferred in numerous prestigious projects in Turkey such as Quasar İstanbul – Fairmont Hotel İstanbul, Rönesans Tower Ataşehir, Tema İstanbul, Bursa Hilton Hotel, Çırağan Palace By Kempinski, Vadistanbul Bulvar and Park Etapları with its elevators, Mitsubishi Electric also breaks grounds in rare projects throughout the world. Installing elevators that don't let a vertically placed coin fall

down even at highest speeds in a 70 storey skyscraper in Yokohama in 1993, Mitsubishi Electric is also preparing to install the fastest elevators of the country in LCT Landmark Tower location in Busan city of South Korea. Within the context of LCT Landmark Tower project to be completed in 2019, elevators that can move up to 600 meters per minute with carry passengers from ground floor to 100th floor in 52 seconds. 383,5 meters long journey will be the longest distance for an elevator to ever cover in South Korea. Mitsubishi Electric will provide high end drive comfort, silence and safety with innovations advanced drive and

control equipment, main aerodynamic cabin doors, active guide rollers and numerous safety devices developed specifically for ultra high-speed elevators in this project.

### **Carbon footprint reduced**

Mitsubishi Electric elevators, where carbon footprint is reduced during manufacture, also provides high energy savings by switching to sleep mode when no call is made or traffic density is low and turning off cabin illumination and fans automatically as well as using LED application in all lights. Also, with latest technology group control systems, the closest elevator that will consume the least energy will answer the calls. This way, energy saving is achieved without affecting elevator traffic.

### **Speed is determined according to cabin load**



"Variable Travelling Speed - VSE" feature developed by Mitsubishi Electric and only incorporated into Mitsubishi Electric elevators is a technology that determines elevator speed depending on cabin load. Providing considerable energy savings, this optional feature with advanced technology can operate at 1,6 meters per second when there are 1-3 persons are in; 2,5 meters per second when 4-6 persons are in and 1,6 meters per second again when 7-10 persons are in a cabin for 10 individuals (800 kg). This way, considerable energy savings is achieved and traffic is eased down.

### **Carbondioxide emission is reduced**

While elevator cabin moves down when full or moves up when empty, thanks to a special system incorporated, electricity can be produced and reintroduced back into building's electrical network. Optionally provided "Regeneration" feature can achieve up to 35 percent energy savings, while eliminating approximately 1.400 kg of carbondioxide emission every year.

### **Save both space and energy**

Incorporating "Permanent Magnet Gearless Motor" technology into all elevator systems, Mitsubishi Electric minimizes greasing. Thanks to this technology, motors shrink in size. This way, you save both on engine room space and on energy.

### **Comfortable and silent travel**

Developing "Variable Travelling Speed, Variable Frequency" technology and incorporating it into elevator drive system, Mitsubishi Electric also uses this technology in elevators' main

drive motors and door motors. As a result, it provides high quality, comfortable and silent travel by minimizing noise and shocks.

#### **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](http://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](http://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 manufacturers 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.*

#### **Mitsubishi Electric Turkey Social Media Accounts**

**Facebook** <https://www.facebook.com/MitsubishiElectricTurkeyA.S/>  
**LinkedIn** <https://www.linkedin.com/company/mitsubishi-electric-turkey/>  
**Instagram** <https://www.instagram.com/mitsubishielectricturkey/>  
**Twitter** [https://twitter.com/MitsubishiE\\_TR](https://twitter.com/MitsubishiE_TR)  
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