

**Media Relations:**

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## **Environment Friendly Advanced Technologies by Mitsubishi Electric**

***The brand that emphasized on the energy efficiency on World Environment Day  
has big goals in mind***

***Mitsubishi Electric, a leading company on a global scale, uses its advanced technology to increase societies' quality of life worldwide and to provide a sustainable world for future generations. Designating eco-sensibility as the main priority in all its activities in this context, the brand stands out as a solution partner for air conditioning, automation, elevator, escalator and visual data systems of eco-friendly buildings, factories and infra-structure projects. Making statements within the scope of 5 June, the President of Mitsubishi Electric, Şevket Saraçoğlu stated that the brand is planning to reduce the carbon-emission caused by all product usage and manufacturing processes by up to 30 percent by 2021, which is the 100th anniversary of the brand.***



As energy resources deplete and effects of global warming increase rapidly worldwide, efficiency and environmental regulation gain more importance day by day. At this point, a leading green company, Mitsubishi Electric strives to increase quality of life of societies and to provide a better future with its technological innovations developed for homes,

offices, factories, infrastructures and even space. Stating they are a company that operates with the understanding that the biggest obstacle before a sustainable world is the climate change, **the President of Mitsubishi Electric Turkey Şevket Saraçoğlu** said that the brand strives to increase eco-conscience of both its employees and societies in accordance with its "Eco Changes" principles which stand for the brand's attitude towards environmental management.

### **Available resources must be used as efficiently as possible**

Remarking that Mitsubishi Electric develops all its products and solutions with advanced technology and within the frame of quality and energy saving, Saraçoğlu stated, "As for every other country, we are ambitious solution partner for air conditioning, automation, elevator, escalator and visual data systems of eco-friendly buildings, factories and infra-structure projects for Turkey as well" adding;



"Throughout the world, using available resources as efficiently as possible gains more importance every day. Especially, the energy usage in industries must be reduced without causing any drop in production and production standards. As Mitsubishi Electric, we provide businesses considerable energy saving with our energy efficient and eco-friendly factory automation products. With e-F@ctory, Mitsubishi Electric's response to Industry 4.0, we provide factories with much faster, efficient and eco-friendly manufacturing possibilities. In the area of house, office and industrial air conditioning systems we aim to provide

problem-free product range with maximum energy saving capacity throughout their life cycle. We also provide high energy saving by up to 35 percent and reduce CO<sub>2</sub> emission by nearly 1.400 kg per year thanks to the technology invented by Mitsubishi Electric, which is only available in Mitsubishi Electric elevators which decides on the speed of the elevator according to current load."

### **Goal of reducing carbon emission by 30 percent**

Stating that they are moving in accordance with their long term environment management vision "Environment Vision 2021" as we are moving towards 2021, the 100th anniversary of Mitsubishi Electric, Saraçoğlu also stated; "Within the context of this vision, we are aiming for reducing carbon emission of the society, to create a society based on recycling, adapting to nature by respecting bio-diversity and to increase environmental consciousness. As Mitsubishi Electric, in parallel to our 2021 goals, in comparison to 2001 fiscal year we are

planning to reduce carbon emission caused by product usage and compared to 1991 fiscal year the carbon emission caused by production by 30%."

### **Technologies that prevent water waste and increase reusability**

Stating that Mitsubishi Electric uses the water risk assessment tool WRI Aqueduct, which was developed by World Resources Institute, mainly prioritizing global production fields which needs water risk precautions the most, Saraçoğlu said that water usage was reduced by 40 thousand cubic meters as a result. Stating that the brand contributes to improving cumulative water recycling rates thanks to precautions such as using treated waste water in cooling systems, Saraçoğlu ended his words saying, "Mitsubishi Electric was deemed worthy of the A list, the highest ranking by CDP (Carbon Disclosure Project) due to its works aimed towards fighting climate change and protecting water resources".

### **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 4,444.4 billion yen (in accordance with IFRS; US\$ 41.9 billion\*) in the fiscal year ended March 31, 2018. For more information visit: [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)*

*\*At an exchange rate of 106 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2018.*

### **About Mitsubishi Electric's Activities in Turkey**

*Mitsubishi Electric's main fields of activity in Turkey are; air conditioning systems, industrial automation systems, advanced robot technologies, CNC mechatronics systems, elevator and escalator systems and visual data systems. Designating Turkey whose power and potential it believes in as a major production headquarter, Mitsubishi Electric produces energy efficient and environment-friendly air conditioners for Europe and Turkey in its digital factory in Manisa which is the brand's first room air conditioner factory in Europe. Working to integrate factories of Turkish industry into digital transformation period, Mitsubishi Electric also draws attention with its automation technologies in the world's deepest sunken tube tunnel, the Marmaray project. Operating in several fields in Turkey such as automotive components, semi-conductor devices, transportation and energy systems, Mitsubishi Electric applies its radar technology which is developed for airports to increase safety for airplanes and flights within its operations in public systems in Antalya Airport. One of the leading developers in space research and development systems, Mitsubishi Electric is also the manufacturer of Turksat 4A and 4B satellites which contributes to Turkey's and neighboring countries' communication and broadcasting infrastructure. For detailed information; [tr.mitsubishielectric.com](http://tr.mitsubishielectric.com)*

### **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)  
**Google+** <https://plus.google.com/u/1/10553602082233872440?hl=tr>

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