

**Media Relations:**

Mitsubishi Electric Turkey PR Agency  
Inomist Communication Consultancy  
Sibel Selvi Arslantürk [sibel@inomist.com](mailto:sibel@inomist.com)  
0216 639 60 16 / 0533 441 80 33

*This text is the English translation of the official Turkish version of the applicable press release. It has been prepared solely as a reference and ease of use. Please refer to the original Turkish text for details and/or attributes. In case of any incongruity, original Turkish version shall prevail.*

27 January 2021

## **Mitsubishi Electric Turkey Klima Sistemleri Üretim A.Ş. is the Star of Export in the Industry in Aegean Region, Turkey**

***Mitsubishi Electric Turkey Klima Sistemleri Üretim A.Ş. achieved to become the company with the highest export among members of Aegean Exporters' Associations in the air-conditioning industry in 2020.***

Mitsubishi Electric Turkey Klima Sistemleri Üretim A.Ş., surpassed 905 companies operating in the air conditioning industry, and awarded the prize "Star of Export in Aegean Region Air-Conditioning Industry" in the Stars of Export Award Ceremony organized by Aegean Exporters' Associations. Launched the production by the end of 2017 in its Manisa plant for designing and production of air conditioners for homes, the company continues to produce hi-tech environment-friendly devices in the facility designed with e-F@ctory concept by Mitsubishi Electric, which is the proprietary response of the company to the Industry 4.0.



Producing and developing residential air-conditioners since later 2017 in its digital factory located in the Manisa Organized Industry Zone, **Mitsubishi Electric Turkey Klima Sistemleri Üretim A.Ş.** awarded the "Star of Export in Aegean Region Air-Conditioning Industry" in the Stars of Export Award Ceremony organized by Aegean Exporters' Associations. Company achieved to become the company with highest

export among 905 companies operating in air-conditioning industry of Aegean Region in 2020.

### **At the digital factory, eco-friendly high-tech products are manufactured**

Being a product of investment of Mitsubishi Electric in Turkey, whom it believes to have the potential of development and growth, Mitsubishi Electric Turkey Klima Sistemleri Üretim A.Ş. is the company's first residential air-conditioner factory in Europe. The digital air-conditioner factory designed with the concept of e-F@ctory, the response of Mitsubishi Electric to Industry 4.0, produces high technology and eco-friendly products.

Targeting at transfer of technology and know-how necessary for growing Turkey to reach its high economic goals, Mitsubishi Electric continues to contribute to the local market and employment, besides its export success.

#### **About Mitsubishi Electric Corporation**

*With 100 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. Mitsubishi Electric enriches society with technology in the spirit of its "Changes for the Better," and environmental statement, "Eco Changes." The company recorded a revenue of 4,462.5 billion yen (U.S.\$ 40.9 billion\*) in the fiscal year ended March 31, 2020. For more information, please visit [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)*

*\*U.S. dollar amounts are translated from yen at the rate of 1109=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2020*

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

*Main fields of activity of Mitsubishi Electric that stand out with its advanced technology solutions in various areas ranging from "Home to Space" in Turkey are air conditioning systems, industrial automation systems, advanced robot technologies, CNC mechatronics systems, elevator and escalator 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 neighbouring 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)

#### **Hashtag for Social Media**

@MitsubishiE\_TR

#MitsubishiElectric

#MitsubishiElectricTurkey