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Mitsubishi Electric Air Conditioning Systems Continues to Grow in 2024 with Its “Balance of Excellence” Concept



Dr. Murat Hoşgör, Marketing and Product Section Manager at Mitsubishi Electric Türkiye Air Conditioning Systems, stated that with the “Balance of Excellence” concept, they aim to deliver a seamless customer experience across all stages—pre-sales, during sales, and after-sales. Emphasizing Mitsubishi Electric’s long-lasting products that stand out with high energy efficiency and quality, Hoşgör also drew attention to the company’s sector-leading practices such as Keşfetteam, ServisFit, and the 10-year warranty. He noted that Mitsubishi Electric Türkiye Air Conditioning Systems continues its growth momentum in 2024.

1. Could you briefly introduce your company?

Mitsubishi Electric began its operations in Japan in 1921. In Türkiye, our activities started in 1993 with the distribution of factory automation systems, followed by the launch of air conditioning distribution, sales, and after-sales services in 2004.

Today, as Mitsubishi Electric Türkiye Air Conditioning Systems, we continue to provide nationwide service through our network of 181 authorized dealers and service partners, offering comprehensive pre-sales and after-sales support across Türkiye. In addition, we export our products to six countries, namely Kazakhstan, Uzbekistan, Turkmenistan, Kyrgyzstan, Tajikistan, and Georgia.

We continue to strengthen our organizational structure in both pre-sales and after-sales services in order to further enhance customer satisfaction. Our pre-sales Keşfetteam teams guide customers in selecting the most suitable air conditioning solution by conducting accurate analyses through the specially developed Keşfetteam application, ensuring alignment with both user expectations and spatial requirements. With our new service concept, ServisFit, we aim to optimize (“fit”) our processes and elevate customer satisfaction to the highest level in after-sales services.

2. How was 2023 for your company? Could you elaborate on production, sales, exports, R&D, investments, and new products?

In 2023, a year marked by summer temperatures exceeding seasonal averages, we observed an average 30% increase in air conditioner sales compared to the previous year. We successfully closed 2023 with an overall growth rate of 50%.

Following the devastating earthquake on February 6, which affected 11 provinces, we continued our support for the region and earthquake victims. To improve living conditions in temporary housing areas, we donated a total of 562 air conditioning units to AFAD, produced by our group company Mitsubishi Electric Turkey Klima Sistemleri Üretim A.Ş. located in Manisa.

In line with our social responsibility approach, Mitsubishi Electric Türkiye Air Conditioning Systems carried out free protective maintenance and cleaning services for these units for the first time last December. Going forward, we plan to perform these maintenance and cleaning activities twice a year, prior to both the summer and winter seasons.

3. What does your 2024 roadmap look like? Could you share your assessment for the first quarter? (Investments, R&D, new markets, employment, etc.)

For 2024, we expect to achieve 25% growth, followed by an anticipated 11% growth in 2025.

4. What is the most important topic on your agenda as a company?

Mitsubishi Electric's global vision shapes our commitment to environmental responsibility and continuous quality improvement. To achieve these goals, we have adopted a "seamless experience" approach across our commercial activities. While delivering an advanced experience to our business partners and end users, one of our key priorities is to implement the "Mitsubishi Electric Quality" philosophy, rooted in our corporate heritage, in Türkiye—while contributing to sustainability and environmental protection.

As Mitsubishi Electric Air Conditioning Systems, we carry out our commercial activities under the concept of "Balance of Excellence." This reflects our commitment to delivering a seamless service experience across all stages—pre-sales, during sales, and after-sales.

We continue to integrate our sense of social responsibility into our business strategies in order to fulfill our responsibilities toward both customers and society at the highest level. Our innovative concepts—such as Keşfeteam, ServisFit, and our 10-year warranty offering—along with our continuous focus on energy efficiency, quality, and durability, all serve our global vision. This approach not only establishes a strong foundation for a sustainable future but also reinforces the positive impact of our business on society.

5. How would you evaluate the current state of the sector? What trends are emerging?

At Mitsubishi Electric, we support sustainability through our innovative product portfolio. In today's world, where individual usage is steadily increasing, we enhance comfort experiences through advanced technologies such as AI-powered mood detection sensors and superior indoor air quality solutions.

Beyond comfort, our long-lasting products contribute to the Turkish economy as well as to individual and commercial cost savings. We have sustained this contribution for many years through our well-established A+++ energy-class products.

Our goal is to extend our 10-year warranty concept, which is a first in the sector, not only to individual consumers but also to commercial users in the near future.