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## **Mitsubishi Electric Türkiye Air Conditioning Systems Continued to Grow in 2024 in Line with Its Targets**



Mitsubishi Electric Türkiye Air Conditioning Systems Product and Marketing Section Manager Murat Hoşgör stated that in 2024 they delivered holistic value to the sector through their approach shaped around customer experience, energy efficiency, and sustainability.

As Mitsubishi Electric Türkiye Air Conditioning Systems, we provide nationwide service across Türkiye with our pre-sales and after-sales services together with our network of 250 business partners. While aiming to deliver a flawless experience to our business partners and end users, one of our core priorities is to implement the “Mitsubishi Electric Quality” philosophy—rooted in Mitsubishi Electric’s heritage—in our country, in order to protect nature and contribute to sustainability.

As Mitsubishi Electric Türkiye Air Conditioning Systems, we carry out our commercial activities under the concept of “Balance of Excellence.” This approach reflects our goal of delivering seamless service across all stages—pre-sales, during sales, and after-sales.

With our long-lasting products, we make significant contributions to both the sector and the Turkish economy, on both individual and commercial levels. We continue this contribution with our A+++ energy-class products, which have stood out in the sector for many years. We offer an industry-first warranty structure of three years plus seven additional years to individual users. At the same time, with our AI-supported advanced technologies and innovative product portfolio that contributes to sustainability, we aim to provide users with a high level of comfort in every season.

Aligned with our targets, 2024 was a productive year for us. At the beginning of the year, we introduced our “ServisFit” concept—designed to create a highly satisfaction-driven customer experience both before and after sales—to our business partners for the first time. Following the Kahramanmaraş-centered earthquake that occurred last year, we donated a total of 562 air conditioners, together with one of the Mitsubishi Electric Group companies, Mitsubishi Electric Turkey Klima Sistemleri Üretim A.Ş., to improve the living conditions of citizens continuing their lives in the earthquake-affected region. We also continued our support to the region through preventive maintenance and cleaning services for these air conditioners. In line with our sense of social responsibility, we continued our air-conditioner donations to educational institutions in order to provide students with healthier and more comfortable learning environments.

In line with Mitsubishi Electric’s global sustainability vision, we aim to reduce carbon emissions to net zero across our entire value chain by 2050. To support this goal, as Mitsubishi Electric Türkiye Air Conditioning Systems, we transitioned to a digital catalog application across all our business partners. In this way, we took an important step toward our 2050 sustainability target.

Meanwhile, in 2024, we held the first meeting of the “Inspiring Minds Club,” which we established to bring together professionals such as architects, engineers, and project managers—key stakeholders of our sector—and to mutually inspire one another. This first gathering took place in Bodrum, where we held a productive meeting sharing advanced-technology-based smart building systems and energy efficiency solutions.

In addition, through our consumer behavior research in the air conditioning sector—conducted in line with scientific methodology—we continue to strengthen our relationships and expand our digital footprint with product introduction videos that deliver clearer, more transparent, and benefit-oriented messages to our target audience, as well as with digital concepts such as content for our microphone business partners, the Mitsubishi Electric Dictionary, “5 Things You Need to Know,” and “Did You Know?”