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Mitsubishi Electric to Invest \$70 Million in North American Auto Facilities
Will strengthen production of high-efficiency alternators and electric power-steering products

TOKYO, October 8, 2013 – [Mitsubishi Electric Corporation](#) (TOKYO: 6503) today announced it will invest approximately USD 70 million in affiliate Mitsubishi Electric Automotive America (MEAA) to expand equipment and assembly lines at the company's Mason, Ohio, and Maysville, Kentucky plants. Mitsubishi Electric aims to strengthen production of high-efficiency alternators and electric power-steering products for automotive customers in the North American market.



MEAA headquarters and plant in Mason, Ohio



Plant in Maysville, Kentucky

While vehicle sales in the U.S. are recovering, regulations are becoming increasingly stringent to improve fuel efficiency. Mitsubishi Electric's compact, lightweight, high-power, energy-efficient products are expected to help North American automotive customers offer vehicles featuring enhanced fuel economy.

The new facilities at the two plants will begin producing high-efficiency alternators in January 2014 and motor control units for electric power-steering systems in October 2014. Both products, which contribute to the improvement of fuel efficiency, are expected to reach annual production of 1.3 million units respectively

by 2016.

Mitsubishi Electric high-efficiency alternators, which are some of the most compact and highest-performing models on the market today, feature high-density coils and extra-efficient cooling.

The company's motor control units for electric power-steering systems offer industry-leading compactness and power output and are integrated with the company's unique Poki-Poki motor featuring optimized electromagnetic designs and high-density coils.

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About Mitsubishi Electric Corporation

With over 90 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) 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 3,567.1 billion yen (US\$ 37.9 billion*) in the fiscal year ended March 31, 2013. For more information visit <http://www.MitsubishiElectric.com>

*At an exchange rate of 94 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2013

About Mitsubishi Electric Automotive America

Mitsubishi Electric Automotive America, Inc., a U.S. affiliate company of Mitsubishi Electric Corporation with a capital of USD 28 million, was established in June 1987 to serve the North American automotive, heavy duty truck and coach business. Mitsubishi Electric Automotive America, currently with 820 employees under the leadership of President Nobuyuki Nakagaki, offers a wide range of products and services, including engineering, manufacturing, sales, marketing, distribution and service of electrical and electronic systems and components for automobiles, heavy trucks, buses and commercial engine manufacturers, serving both OEMs and the aftermarket. For more information visit <http://www.meaa-mea.com/index.html>