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Mitsubishi Electric to Exhibit at the 43rd Tokyo Motor Show 2013

Introducing EMIRAI 2 concept car, an idea of automobiles in near future

TOKYO, November 11, 2013 – [Mitsubishi Electric Corporation](http://www.MitsubishiElectric.com) (TOKYO: 6503) announced today that it will take part in the 43rd Tokyo Motor Show 2013 to exhibit its new EMIRAI 2 concept car incorporating the company's advanced automotive technologies and products. The show will be held at the Tokyo Big Sight exhibition complex in Tokyo, Japan from November 23 to December 1. The Mitsubishi Electric exhibit will be at Booth E3203 in East Hall 3.



Rendition of Mitsubishi Electric booth

Zones and Main Products

Main Stage

- Mitsubishi Electric's advanced automotive technologies and products in two EMIRAI 2 electric-vehicle (EV) concept cars, presented under the theme "Feel the EMIRAI, the exciting future." One vehicle features an EV powertrain and the other a driving-assistance system to offer safer and more comfortable driving experiences in the coming future. The EV powertrain system incorporates high-accuracy traction control and acceleration control. The driving-assistance system features integrated image sensing and powered onboard display technologies.

Environment Zone

- Products and technologies for advanced EV and hybrid electric vehicles, such as a microhybrid system for idle-stop and power regeneration, and for enhanced fuel efficiency in conventional engines, such as powertrain (transmission), integrated-chassis and vehicle-control technologies.

Security & Safety Zone

- Systems for enhanced security and safety in daily driving, such as camera technologies, a wide-view slim display, multi-modal character input human machine interface (HMI) and an intelligent information panel.

Comfortability Zone

- DIATONE SOUND. NAVI high-resolution, multifunction car navigation system, including touch-and-try user experiences of the system's audio and navigational features.

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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