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**FOR IMMEDIATE RELEASE**

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## **Mitsubishi Electric Strengthens Transport Business in Europe**

*Gaining a foothold in the world's largest transportation systems market*

**TOKYO, April 10, 2014** – [Mitsubishi Electric Corporation](#) (TOKYO: 6503) today announces that it is to strengthen the market position of its transportation systems business in Europe, with the launch of a new division at Mitsubishi Electric Europe B.V. which expands its presence in the world's largest transportation market.

As part of its overall overseas sales, Mitsubishi Electric's transportation business aims to increase European sales from 5% to 20%. To that end, from April 2014, the new European transportation systems division will manage sales and marketing for all Mitsubishi Electric's transportation systems business in the region, such as propulsion, air conditioning and electronics technology.

Tetsuya Takahashi from Mitsubishi Electric Europe B.V. comments: "This is a major step forward for us which will not only bolster our local sales and after sales capabilities through the creation of a transportation systems business division in Europe, but will also strengthen our local support towards customers and improve local business structure."

This comes just months after bringing Italian air conditioning manufacturer Klimat Fer S.p.A. into the Mitsubishi Electric fold, which has given the company a 70% share in production in the Italian market. Changing its name to Mitsubishi Electric Klimat Transportation Systems S.p.A., the company will manage HVAC production and after sales support, combining the innovative technologies from both companies to create a unique, cutting edge offer for customers in the railcar air conditioning sector.

"We are committed to providing our customers in Europe with a streamlined, efficient service" continues Mr. Takahashi, who is also CEO of the company, "with strong local sales and support for our transportation systems business and local production capabilities for our HVAC business in Italy".

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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 Europe B.V.**

Mitsubishi Electric Europe B.V is a wholly owned subsidiary of Mitsubishi Electric Corporation; helping European customers meet their business challenges through providing innovative technologies and high quality products and solutions. For more information about Mitsubishi Electric Europe B.V. visit <http://www.mitsubishielectric.eu>