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Mitsubishi Electric Begins Producing Cooling & Heating Products in Mexico

Aims to meet demand in expanding U.S. air-conditioning market

TOKYO, October 21, 2013 – [Mitsubishi Electric Corporation](#) (TOKYO: 6503) announced today that it has begun producing the indoor units of commercial air conditioners for the North American market at Mitsubishi Electric US, Inc.'s wholly owned subsidiary company, PIMS, S.A. de C.V., located in Baja California, Mexico.

This is the latest move by Mitsubishi Electric to expand its air-conditioning business in North America through a locally integrated framework for development, production and sales. PIMS reflects Mitsubishi Electric's commitments to the U.S. market and enhanced air-conditioning experiences for U.S. customers.

To better meet market needs while strengthening operational efficiencies, Mitsubishi Electric expanded warehouse space and placed several offices and its engineering center under one roof near Atlanta, Georgia in April. It also has upgraded engineering functions by developing and testing products in the United States.

Mitsubishi Electric began selling ductless air conditioners in 1982. Today, Mitsubishi Electric US Cooling & Heating Division is America's No. 1 selling brand of ductless cooling and heating systems. As U.S. consumers become increasingly energy-conscious, sales of ductless air conditioners are expected to grow.

PIMS is headed by Minoru Ogawa and has approximately 60 employees.



PIMS, S.A. de C.V.

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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 US

Mitsubishi Electric US, Inc., a US affiliate company of Mitsubishi Electric Corporation, markets photovoltaic panels, cooling & heating air-conditioning systems, elevators & escalators and semiconductor devices. For additional information visit <http://www.MitsubishiElectric-USA.com>.