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Mitsubishi Electric Launches NEXIEZ Elevator Series for Global Market

Compact, light weight features help reduce CO2 emissions

Tokyo, June 24, 2010 – Mitsubishi Electric Corporation (TOKYO: 6503) announced it has launched the NEXIEZ series of elevators for the global market. The series offers a range in load capacity (450~1,350 kilograms) and rated speed (60~105 meters per minute), and helps users reduce carbon dioxide emissions through high energy efficiency enabled by compact, light weight designs. The NEXIEZ series are also designed to reflect various preferences and lifestyles to meet the needs of customers worldwide.

The NEXIEZ series, positioned as Mitsubishi Electric's next global flagship elevator series, will be manufactured by Mitsubishi Elevator Asia Co., Ltd. in Thailand, and shipped to Southeast Asia, the Middle East and other areas worldwide. The "NEXIEZ" brand name combines the terms "next" and "axis".

In response to a growing demand for elevators with reduced environmental impact, the NEXIEZ series features a permanent magnetic (PM) gearless traction machine that hoists the ropes using PM motors. The motors incorporate technology devised by Mitsubishi Electric that achieves size reduction and energy-efficient operations.

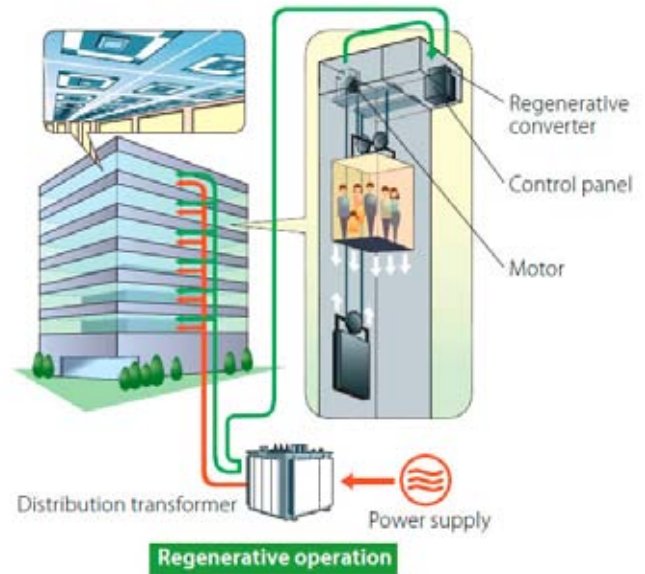
Optional specifications

- Regenerative converters

Elevators are usually operated by traction machines which carry the elevator cars up and down. When a car travels down bearing a heavier load than the counterweight, or when a car moves up bearing a lighter load than the counterweight, the motor spins in reverse and is operated as a generator. The



electricity generated by this operation was previously wasted as heat, but by using regenerative converters, the electricity can be effectively utilized for other equipment inside the building. According to research conducted by Mitsubishi Electric, building owners can consume up to 35 percent less energy in elevator operations and therefore reduce annual carbon dioxide emissions when incorporating regenerative converters.



- LED lighting and LED hall lanterns

For ceiling lights and hall lanterns, customers can select LED lighting, which can reduce energy consumption by approximately 50 percent or more and therefore reduce annual carbon dioxide emissions compared to previous forms of illumination. LED also has a long lifespan, enabling building owners to reduce operational cost.

- New designs that suit each market

Mitsubishi Electric has conducted market research and prepared designs that suit the tastes of each market. There will be 15 ceiling design variations including two with LED lighting, which can be used in combination with a variation of decorative lighting boards. There are six new etching patterns in addition to the current designs for the interior walls of elevator cars and hall designs, including geometric patterns with modern arrangements and sophisticated atmospheres formulated by stainless steel in gold and other colors. For hall lanterns, five new choices that use LED will be available.

About Mitsubishi Electric

With over 85 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, 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. The company recorded consolidated group sales of 3,353.2 billion yen (US\$ 36.1 billion*) in the fiscal year ended March 31, 2010. For more information visit <http://global.mitsubishielectric.com>

*At an exchange rate of 93 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2010

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