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No. 2747

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Mitsubishi Electric to Strengthen Services for FA Products in Mexico

New FA center to support Japanese manufacturers

TOKYO, March 22, 2013 – [Mitsubishi Electric Corporation](#) (TOKYO: 6503) announced today that its subsidiary Mitsubishi Electric Automation, Inc. will establish a new factory automation (FA) center at its Mexican branch office to provide enhanced services to Japanese manufacturers operating in Mexico. The FA center, scheduled to begin operating on April 1, will also support the ongoing expansion of Mitsubishi Electric's FA business in Mexico.

The Mexico FA Center will provide technical consultation, training and support for FA products, including programmable logic controllers (PLC), human machine interfaces (HMI), inverters and servos. Services will be available in Japanese, Spanish and English for assured customer satisfaction.

Mexico, the largest economy in Central America, is developing rapidly thanks in part of increased investment in its automotive and electric/electronics sectors and growing exports to neighboring countries. Leading Japanese automakers and automotive parts manufacturers are continuing to invest in local production facilities, helping to raise the demand for FA products and services.

Mitsubishi Electric previously supported FA products in Mexico through its North America FA Center in the U.S. and distributors based in Mexico. The Mexico FA Center will now provide more advanced and efficient services to better meet needs in the growing Mexican market.



Rendering of the new Mexico FA Center at Mitsubishi Electric Automation's Mexico Branch

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About Mitsubishi Electric Automation, Inc

President & CEO	Yuji Kajikawa
Headquarters	500 Corporate Woods Parkway, Vernon Hills, Illinois 60061, U.S.A.
Ownership	Mitsubishi Electric Corporation (100%)
Capital	USD 8 million
Establishment	August 1990
Business	Sales, service and support for FA products and industrial sewing machines and manufacturing, sales and service for CNC control panels

About Mitsubishi Electric

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 3,639.4 billion yen (US\$ 44.4 billion*) in the fiscal year ended March 31, 2012. For more information visit <http://www.MitsubishiElectric.com>

*At an exchange rate of 82 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2012