

MITSUBISHI ELECTRIC CORPORATION
PUBLIC RELATIONS DIVISION
7-3, Marunouchi 2-chome, Chiyoda-ku, Tokyo, 100-8310 Japan

FOR IMMEDIATE RELEASE

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Customer Inquiries

Media Inquiries

Factory Automation Systems
Mitsubishi Electric Corporation

Public Relations Division
Mitsubishi Electric Corporation
prd.gnews@nk.MitsubishiElectric.co.jp
<http://www.MitsubishiElectric.com/news/>

<https://tr3a.mitsubishielectric.com/fa/tr>

Mitsubishi Electric to Strengthen FA Product Services in Turkey

New FA center to support Japanese manufacturers

TOKYO, September 30, 2013 – [Mitsubishi Electric Corporation](#) (TOKYO: 6503) announced today that its sales subsidiary Mitsubishi Electric Turkey A.Ş. will establish a new factory automation (FA) center at its location in the Ümraniye district of Istanbul to provide enhanced services to locally operating manufacturers, especially Japanese automotive and component manufacturers, starting October 1. The Turkey FA Center is expected to support the ongoing expansion of Mitsubishi Electric's FA business in Turkey, where the company expects sales to reach 3 billion yen by the fiscal year ending in March 2016.

Services, open to all but tailored particularly to Japanese manufacturers, will include timely technical consultation, repairs, training and support for FA products. System proposals and engineering education will also be provided.

With the third largest population in Europe and a rapidly growing GDP, Turkey's economy is expected to see robust growth, particularly in the automotive and food industries, and the FA market is forecast to expand 10% yearly. Major Japanese manufacturers will be increasing their activities, raising demand for FA products and related service support.

Mitsubishi Electric started its FA business in Turkey in June 2013 with five locations and 42 employees. FA product support has been provided up to now through local distributors and the Europe FA Center in Poland. The establishment of this new domestic center is expected to realize significantly faster and stronger FA product services throughout the country.



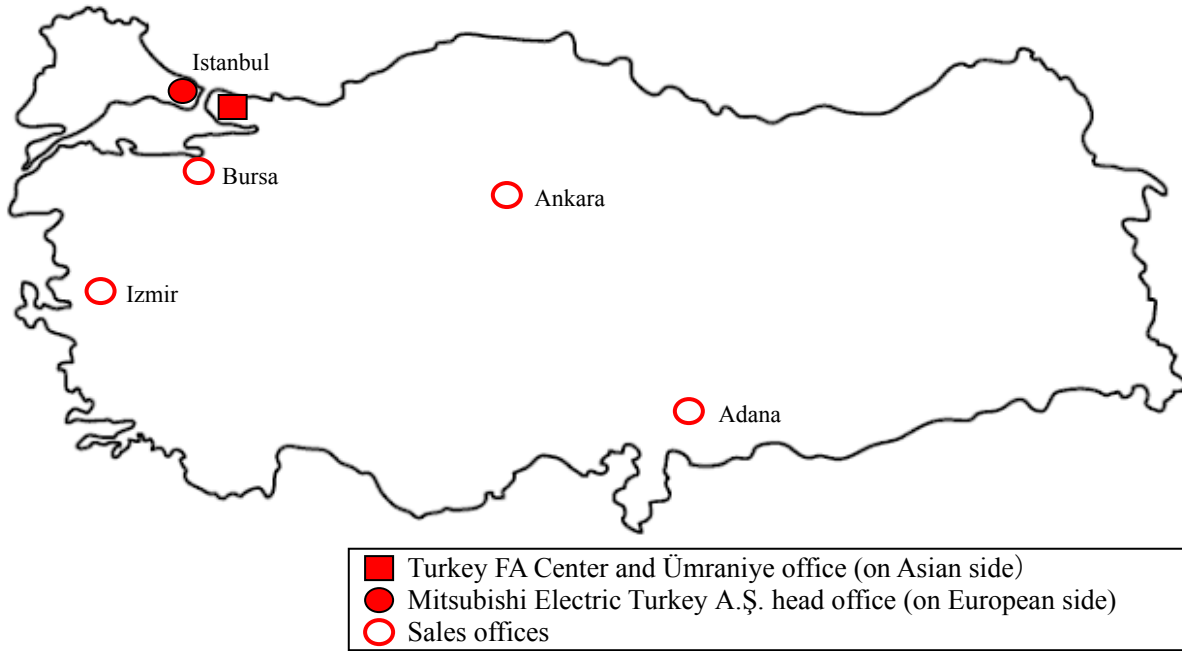
New Turkey FA Center, Ümraniye office



Maya Akar Center, location of
Mitsubishi Electric Turkey HQ

Mitsubishi Electric Turkey A.Ş.

President	Masahiro Fujisawa
Headquarters	Istanbul (European side)
Ownership	Mitsubishi Electric Europe B.V.: 70% Mitsubishi Electric Corporation: 30%
Paid-in capital	28.26 million Turkish lira (approximately 1,380 million yen)
Established	December 7, 2012
Employees	47
Business	-Industrial automation (sale, engineering services and integration) -Support for air conditioning and infrastructure -Marketing, including market research -Setting up sales networks and managing distributors



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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