

## Mitsubishi Electric's 'Green' Elevators to Soar Beneath the Sky of Beirut

Mitsulift & Equipment S.A.L., a joint venture company of Mitsubishi Electric Corporation, based in Lebanon to sell and provide services for Mitsubishi Electric's elevators, escalators and moving walks, has been awarded a contract by the Al Ahlia Lebanese Investment Co. to deliver five compact-machine-room elevators to Bay Tower, a residential building under construction on the Marina Front-line, at the west end of Beirut's Central District.

Bay Tower is a 30-storey luxury apartment building, and once finished in April 2011 it will have a total floor space of 51,000 m<sup>2</sup> and approximately 85 apartment units. The focal points of the vertical transportation system for Bay Tower were safety, efficiency, and, most importantly, environmentally-friendly features, which match the quality and sophistication of the apartments that will sit in this historical, financial, commercial and administrative center of the country.

Al Ahlia Lebanese Investment Co. selected Mitsulift primarily for its *cutting-edge green technologies*. The NexWay-S Series-AP Version2 to be supplied to Bay Tower are provided with advanced energy-saving features: according to each car's position and passenger load, our group control system "ΣAI-2200C" assigns a call to the car that best balances operational efficiency and energy consumption. Furthermore, a permanent magnetic Joint Wrap Motor, one of the unique technologies developed by Mitsubishi Electric Corp., delivers a 20% energy saving compared with traditional worm gear motors and thereby contributes to reducing CO<sub>2</sub> emissions.

Al Ahlia Lebanese Investment Co. also awarded the contract to Mitsulift on account of its *customer-oriented operations*. Mitsulift strives to communicate effectively with each and every customer, and makes the utmost effort to deliver highly-professional, punctual and prompt services for negotiations, delivery, installation and maintenance of products in order to build a *feeling of trust and partnership with its customers*.

Mitsulift has received recognition in the region for delivering high-quality products and services, including three NexWay-S Series-AWs, Mitsubishi Electric's highly reliable machine-room elevator, which were supplied to a first-class condominium project, DANA of CCC also located in the Beirut Central District. In addition, the company has supplied several high-quality products to five prestigious high-rise buildings near Bay Tower, such as the Four Seasons Hotel and Platinum Tower.

Mitsubishi Electric Corporation and Mitsulift remains committed to the highest-quality and customer satisfaction, and to providing yet more 'green' products and services.

If you have any questions, [Contact Us](#).