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*Customer Inquiries*

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Mitsubishi Electric Corporation

Public Relations Division  
Mitsubishi Electric Corporation

[www.MitsubishiElectric.com/ssl/contact/company/form.html](http://www.MitsubishiElectric.com/ssl/contact/company/form.html)

[prd.gnews@nk.MitsubishiElectric.co.jp](mailto:prd.gnews@nk.MitsubishiElectric.co.jp)  
[www.MitsubishiElectric.com/en/pr/](http://www.MitsubishiElectric.com/en/pr/)

## **Mitsubishi Electric Group Launches New Corporate Philosophy**

*Promoting transformation into an “Innovative Company”*

**TOKYO, April 1, 2026** – [Mitsubishi Electric Corporation](https://www.mitsubishielectric.com) (TOKYO: 6503) announced today that it has launched Mitsubishi Electric group’s new corporate philosophy, named Our Philosophy, to update the corporate spirit long upheld by the company and its global group.

### **Our Philosophy**

#### **Purpose**

We create new possibilities for a better tomorrow,  
with bold vision and boundless innovation.

#### **Guiding Principle**

*Changes for the Better*

#### **Core Values**

##### **BE BOLD**

— Dare to think differently. Try new ideas quickly.  
Turn setbacks into assets.

##### **CO-CREATE**

— Welcome debate. Pool our knowledge.

##### **WITH INTEGRITY**

— Always act with integrity.

Mitsubishi Electric aims to transform into an “Innovative Company” that generates value through bold thinking and a willingness to embrace risk while operating diverse global businesses to drive growth and address social and environmental challenges.

To achieve further growth amid rapidly changing social trends and business conditions, the company recognizes the need to make faster, more agile decisions than ever before. Accordingly, the new corporate philosophy provides employees with a touchstone when facing uncertainty in decision-making, as well as a guiding framework when taking new initiatives. Our Philosophy comprises three basic elements: “Purpose,” “Guiding Principle,” and “Core Values.”

With Our Philosophy as its foundation, Mitsubishi Electric is committed to creating new possibilities for a better tomorrow through bold vision and boundless innovation.

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### **About Mitsubishi Electric Corporation**

Guided by its [corporate philosophy](#), Mitsubishi Electric Corporation (TOKYO: 6503) places sustainability at the core of its operations and values stakeholder trust—encompassing society, customers, shareholders and employees. In pursuing profitability, capital efficiency and growth, Mitsubishi Electric works closely alongside customers to develop value-added solutions that address today’s complex challenges while enhancing the company’s sustainable corporate value.

Founded in 1921, Mitsubishi Electric has over a century of experience in delivering reliable, high-quality products and solutions. With over 200 group companies and approximately 150,000 employees worldwide, the company is a recognized global leader in manufacturing, marketing and selling electrical and electronic equipment and systems across a broad range of sectors, including public utility systems, energy systems, defense and space systems, factory automation systems, automotive equipment, building systems, air conditioning systems & home products, digital innovations, and semiconductor & devices.

Mitsubishi Electric recorded consolidated revenue of 5,521.7 billion yen (U.S.\$ 36.8 billion\*) in the fiscal year that ended on March 31, 2025. For more information, please visit [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

\*JPY 150=USD 1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2025