

**Mitsubishi Electric Awarded Corporate Supplier Award for  
New Product Development 2015**

October 2015, Mitsubishi Electric's Automotive Equipment group has been awarded the Corporate Supplier Award for New Product Development 2015 from Cummins Ltd. The award recognises work undertaken by Mitsubishi Electric to develop Stop-Start technology for heavy duty applications.

Mitsubishi Electric has been a supplier to Cummins Ltd since 2011 and has developed a close relationship, which has enabled them to understand the design and sourcing requirements for a Stop-Start solution in time for Cummins future programs.

Steve Nendick, Marketing Communications Director for Cummins Ltd said, "Reliable Stop-Start technology is one of the key technologies for Cummins to deliver improved fuel efficiency and lower operating costs for our customers."

Stop-Start technology utilises an electric motor to crank the engine to self-sustaining rotation speed by converting electrical energy provided from battery to rotational energy. A compact & light weight design contributes to fuel economy, in-vehicle mount ability, and maximum output. In addition Mitsubishi Electric has designed a highly durable, compact and powerful solution ensuring a quick engine restart.

Hiroaki Kondo, Product marketing Director at Mitsubishi Electric comments: "Mitsubishi Electric continually invests in the research and development of innovative products and systems for the Automotive industry. This award from Cummins Ltd comes at an exciting time for both companies and we are proud to have achieved the New Product Development award for 2015 for our Stop-Start technology".

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## **About Mitsubishi Electric**

With more than 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation is a recognised 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 as well as air conditioning and heating technology.

Mitsubishi Electric's operations in Europe began more than 40 years ago. Since then, the company has grown and expanded its network and service area to cover much of the region. In 1996 Mitsubishi Electric Europe B.V. was formed as a wholly owned subsidiary of Mitsubishi Electric Corporation (Japan), and acquired Mitsubishi Electric's European sales and marketing businesses from other Mitsubishi Electric Group companies.

Today Mitsubishi Electric Automotive's UK office is helping customers meet their business challenges, through providing innovative technologies and high-quality products and solutions.