

## Press release

### **Mitsubishi Electric at the IAA Commercial Vehicles 2014 Trade Show**

Ratingen, 23.09.2014

Mitsubishi Electric Europe today announces it is to showcase a new range of stop-start systems and alternator technology for truck and bus applications at the IAA Commercial Vehicles 2014 Trade Show, in Hannover, Germany between 25th September and 2nd October 2014.

In line with the show's theme this year of "Driving the Future," Mitsubishi Electric's product showcase underlines the company's continued focus on the commercial vehicles sector in Europe.

Hiroaki Kondo, President of Mitsubishi Electric's Automotive business in Europe comments: "This is a key show for us as we look to strengthen our position in the European commercial vehicles market and is a great platform for us to highlight the quality and reliability of our systems for heavy and medium duty vehicles."

Already a worldwide market leader in starter motors and alternators the product range presented at the show will also feature Mitsubishi Electric EGR Valves and Turbo actuators, with all of the products at show adhering to future market legislation.

Mitsubishi Electric also has a strong foothold in the passenger vehicle market, with products such as premium Multimedia Systems, Hybrid and Electric Vehicle components, Electric Power Steering systems, in addition to Electrical and Engine Air Management systems.

IAA Commercial Vehicles 2014 is an exhibition that showcases innovation, discussions and expert commentary across mobility, transportation and logistics industries. One of its unique characteristics is its representation of both suppliers alongside manufacturers, representing the entire commercial vehicle industry along the complete value chain.

### **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 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 as well as air conditioning and heating technology.

With around 124.000 employees the company recorded consolidated group sales of 39.3 billion US Dollar\* in the fiscal year ended March 31, 2014.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Since 1978 Mitsubishi Electric is represented in Germany as a branch of Mitsubishi Electric Europe. Mitsubishi Electric Europe is a wholly owned subsidiary of Mitsubishi Electric Corporation in Tokyo.

*\* At an exchange rate of 103 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2014*

*For more information visit*

*<http://global.mitsubishielectric.com>*

*<http://www.MitsubishiElectric.de>*

*<http://www.Homepage of the division.de>*

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