



## **Mitsubishi Electric Automotive America Introduces 200 Amp Alternator for Heavy Duty Trucks**

**Northville, MI/Louisville, KY – March 28, 2014 – [Mitsubishi Electric Automotive America, Inc.](#)**

(Mitsubishi Electric) introduces a new member to its family of alternators: the *Diamond Power A200™* (DP A200) for heavy duty trucks. The DP A200 features many new technologies unique to heavy-duty alternators, earning five new patents. The product announcement was made today at the Mid-America Trucking Show (MATS) in Louisville, Ky.

Key features and benefits of the Diamond Power A200:

- Offers the highest efficiency rating among major 12v heavy duty alternators in North America, providing improved fuel economy.
- Weighs just 21.8 lbs., which is approximately 6.8 lbs. or 24 percent less than the closest competitor for improved fuel economy, ease of installation, and less front axle weight for increased payload potential.
- Provides 137 amps of output at engine idle speed.
- Features “remote-sense” and “5-wire” technology.
- Has extreme heat tolerance, exceeding all North American O.E. requirements.
- Designed to last more than 1,000,000 miles.
- Includes 3-year/unlimited mile Diamond Gard™ warranty.

The Diamond Power A200 requires minimal engine horsepower to operate, making it extremely energy efficient. With less drag on the engine, it achieves a significant reduction in fuel consumption.

It is designed and built to outlive the truck’s original ownership, with major advances in corrosion protection, vibration resistance, and heat tolerance. Battery life is extended with remote sense capability and reduced deep cycling, and by maintaining full output at very high temperatures.

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Now undergoing validation trials and field-testing at several O.E. manufacturers, both the DP A200 and DP A160 (released last year) are currently available for replacement and upgrade applications through regular dealer and independent aftermarket distribution channels in the U.S., Canada and Mexico.

These two PAD–mount, brushless, 5-wire alternators are bolt-in replacements for any existing alternator on all engines with the PAD mount feature, which includes nearly all truck-engine combinations manufactured in North America since 2007. Only one part number for each alternator model ensures minimal inventory requirements for the retailer.

“With the DP A200, we pulled out all the stops in the design department. It is truly an amazing machine, yet very competitively priced. It will provide the industry with a new state-of-the-art option and further establish Mitsubishi Electric as a significant new player in the North American heavy truck alternator market,” said Dave Stone, executive director, Mitsubishi Electric Automotive America Heavy Duty operations. “The combination of the DP A200 and DP A160 provides our customers with a product portfolio that I believe is far superior to all other brush and brushless alternatives available today.”

#### **About Mitsubishi Electric Automotive America**

Mitsubishi Electric Automotive America, Inc., a U.S. affiliate company of Mitsubishi Electric Corporation, was established in 1979 to serve the North American automotive, heavy duty truck and coach business. Mitsubishi Electric Automotive America offers a wide range of products and services, including engineering, manufacturing, sales, marketing, distribution and service of electrical and electronic systems and components for automobiles, heavy trucks, buses and commercial engine manufacturers, serving both OEMs and the aftermarket. Additional information is available at the following websites: Mitsubishi Electric Automotive America [www.meaa-mea.com](http://www.meaa-mea.com); Mitsubishi Electric heavy duty products [www.specmystarter.com](http://www.specmystarter.com); Mitsubishi Electric’s Diamond Gard™ warranty program [www.diamond-gard.com](http://www.diamond-gard.com).

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In addition to automotive electrical components, [Mitsubishi Electric US group companies](#)' principal businesses include semiconductor devices, factory automation products, heating and cooling products, elevators and escalators, solar modules, electric utility products, and large-scale video displays for stadiums and arenas. There are 50 locations throughout North America with approximately 3,600 employees.

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