



Mitsubishi Electric Automotive America's New GX Alternator Debuts on Key 2015 North American Vehicle Launches

Northville, MI – February 3, 2015 – [Mitsubishi Electric Automotive America, Inc.](#) (Mitsubishi Electric) has introduced its GX alternator, which is featured on popular North American vehicles being launched for the 2015 model year. The alternator is designed to allow automakers to meet the trend toward ever-increasing electrification requirements.

“We’re very proud to introduce the GX series on these key 2015 launches,” said Mark Rakoski, executive director at Mitsubishi Electric Automotive America’s Northville, Michigan office. “The GX is a dependable, high-output alternator that meets the electrical and reliability needs of both current and future vehicles.”

Mitsubishi Electric’s GX series uses a robust cooling structure coupled with upgrades to proven technologies from prior alternator generations. These advancements result in significant increases to both overall output (amps) and efficiency ratings. The GX series is available in a wide range of output options. The 250A (amp) version weighs just 6.6kg and has one of the highest output/weight ratios in the automotive industry.

Today’s automotive consumers demand the highest level of comfort and convenience in their vehicles. Highly desirable creature comforts and advanced safety systems once found only on luxury brands have now become standard features on many vehicle lines. In addition, vehicle manufacturers are required to meet increasingly aggressive CO₂ emissions targets. These factors are pushing traditional hydraulic/belt-driven vehicle accessories toward electric motors. For example, components such as hydraulic power-steering systems have given way to electric power steering in recent years.

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The Mitsubishi Electric GX alternator is an increasingly attractive option for vehicle manufacturers, equipping them with a power plant more suitable to manage the ever-increasing electrification of today's vehicles.

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; Mitsubishi Electric heavy duty products www.specmystarter.com; Mitsubishi Electric's Diamond Gard™ warranty program www.diamond-gard.com.

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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