

Mitsubishi Electric's Factory Automation Systems business launches new global slogan "Automating the World"

Tuesday 15th November 2022

Mitsubishi Electric Corporation (TOKYO: 6503) is launching "Automating the World" as the global slogan for its Factory Automation Systems business from 7th November, with worldwide commercial use starting on 8th November.

Automating the World

New tagline reflects the company's contributions to a better world through automation

The new slogan expresses Mitsubishi Electric's goal to leverage automation for the betterment of global society by combining advanced technology, experience and know-how, and customer support as a trusted partner. "Automating the World" was developed based on the voices of numerous Mitsubishi Electric's stakeholders from around the world, including customers in the field of industrial automation as well as company employees involved with Factory Automation Systems. For China in particular, the global slogan will be followed by a special subphrase "zizai linghuo", which is a unique phrase created based on a similar local phrase meaning free and flexible, to support local understanding of the global slogan.

Automating the World 自在菱活

Slogan combined with subphrase for China

In recent years, global society has been compelled to adapt to the growing needs for work efficiency, digitalisation and decarbonisation. Under

Mitsubishi Electric's current medium-term business strategy through the fiscal year ending in March 2026, the company is growing its factory automation systems business with intelligent manufacturing solutions and other technological innovations that are enabling customers to respond to change by transforming their businesses. Mitsubishi Electric is also developing advanced automation technologies in other fields to enable global society to respond to pressing needs for change.

Going forward, Mitsubishi Electric will actively promote its "Automating the World" slogan to grow its Factory Automation Systems business and further enhance its brand value.

Automating the World - The story behind

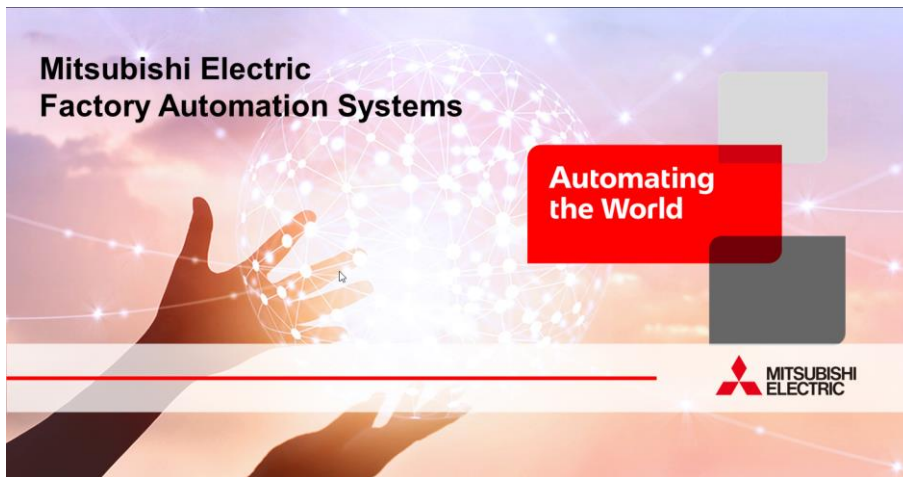
Life has become more complex and, to some degree, more confusing. Manufacturing, and from a larger perspective Society, has gone through huge challenges and resultant changes.

The most impactful have been the rapid adoption of digitalisation, the pressing need to become sustainable in all aspects, from energy consumption to pollution reduction, and the need to cope with shrinking populations in many nations. It is important to address these social issues in order to realise a sustainable global environment while striving to realise a safe, secure and comfortable society that respects all people.

Despite all these changes it is comforting to know that there are companies and partners you can rely on. Mitsubishi Electric has consistently focused on creating "Changes for the Better" for a vibrant and sustainable society through continuous technological innovation and ceaseless creativity. The company's Factory Automation Systems team are proudly finding new ways through the application of advanced technology, sharing know-how and actively collaborating with one goal, of applying and utilising automation for the betterment of all.

This is why we want to clearly state in our global slogan, “Automating the world”, that we are not only helping a world of industries, but also a world of societies to apply automation for the greater benefit.

Mitsubishi Electric; “Automating the World” to create “Changes for the Better” for all.



Find out more about our “Automating the World” slogan:

emea.mitsubishielectric.com/fa/lp/about-us/automating-the-world

Pending Trademarks:

Automating the World Automating the World
Automating the World 自在菱活 Automating the World 自在菱活

Originally (initially) released in English and Japanese.

About Mitsubishi Electric Corporation

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) 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. Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.” The company recorded a revenue of 4,476.7 billion yen (U.S.\$ 36.7 billion*) in the fiscal year ended March 31, 2022. For more information, please visit www.mitsubishielectric.com

**U.S. dollar amounts are translated from yen at the rate of ¥221=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2022.*

About Mitsubishi Electric Factory Automation Business Group

Offering a vast range of automation and processing technologies, including controllers, drive products, power distribution and control products, electrical discharge machines, electron beam machines, laser processing machines, computerized numerical controllers, and industrial robots, Mitsubishi Electric helps bring higher productivity – and quality – to the factory floor. In addition, its extensive service networks around the globe provide direct communication and comprehensive support to customers. The global slogan “Automating the World” shows the company’s approach to leverage automation for the betterment of society, through the application of advanced technology, sharing know-how and supporting customers as a trusted partner.

For more about the story behind “Automating the World” please visit:

www.MitsubishiElectric.com/fa/about-us/automating-the-world

Factory Automation EMEA

Mitsubishi Electric Europe B.V., Factory Automation EMEA has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V. that has been represented in Germany since 1978, a wholly owned subsidiary of Mitsubishi Electric Corporation,

Japan. The role of Factory Automation EMEA is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

For more information, please visit emea.mitsubishielectric.com/fa

About e-F@ctory

e-F@ctory is Mitsubishi Electric's integrated concept to build reliable and flexible manufacturing systems that enable users to achieve many of their high speed, information driven manufacturing aspirations. Through its partner solution activity, the e-F@ctory Alliance, and its work with open network associations such as the CC-Link Partners Association (CLPA), users can build comprehensive solutions based on a wide ranging "best in class" principle.

In summary, e-F@ctory and the e-F@ctory Alliance enable customers to achieve integrated manufacturing but still retain the ability to choose the most optimal suppliers and solutions.

**e-F@ctory, iQ Platform are trademarks of Mitsubishi Electric Corporation in Japan and other countries.*

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**All other trademarks are acknowledged*

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