

Mitsubishi Electric offers ultimate peace of mind with 3 year warranty

April 1st, 2010 : Mitsubishi Electric Europe has announced that its controller and HMI product line will now be covered as standard by a 3 year extended warranty, giving users ultimate peace of mind. The warranty covers the company's Alpha, FX, System Q and iQ Platform controllers, plus the GOT range of HMIs, when purchased from authorized distributors in the European market.

The warranty is offered at no added cost, and reflects the confidence Mitsubishi Electric has in the quality and reliability of its products. It comes as an extension to the concept of the MEQ mark, representing Mitsubishi Electric Quality. MEQ stands for uncompromising excellence in the manufacture of products designed to solve today's most demanding application challenges.

Mitsubishi Electric's Marketing Communications Manager John Browett comments: "Quality and reliability have long been hallmarks of Mitsubishi Electric automation products. When we look at the numbers of PLCs and controllers that have been working reliably in the field for ten years or 15 years or more, then that says volumes about the design, the performance and the build quality. But customers shouldn't just have to take our word for it, which is why we're now offering a 3 year warranty."

The key to this inherent reliability is the fact that all Mitsubishi Electric products and their underlying technologies are developed and manufactured in house, giving the company total control of quality, free from the constraints that typically come from sourcing third party solutions. It also removes virtually all concerns relating to stability of supply, continued product availability, ongoing support and access to spares, again because there is no reliance on third parties in the supply chain.

To take advantage of the extended warranty, all customers need to do is to register their new products on the Mitsubishi Electric website. A specially

created URL www.meq3yearwarranty.com, makes it easier to find the right place on the internet to do this. Registering also gives customers all the benefits of the MyMitsubishi section of the website, which provides over 27,000 FAQs, 11,000 product and application documents and a comprehensive library of configuration tools, CAD data and more – all available in 19 different languages. The website also allows customers to manage the warranty information for their products via downloadable tables of registration information.

To symbolize the warranty offer, Mitsubishi Electric has created an eye-catching logo – an adaptation of the standard MEQ logo. “The logo represents our promise of absolute peace of mind,” says Browett. “As a manufacturer ourselves, facing many of the same challenges that our customers face, we understand just how important reliability is, and that quality and performance have to be so much more than just words. The warranty is also a concrete demonstration of the impact our e-F@ctory concept has had on our own manufacturing facilities. This was born out of our own expertise and experience as a global manufacturing enterprise, to address the same challenges our customers face, and to deliver concrete benefits in real world applications. As a manufacturer, we have ultimate confidence in our own products on our own production lines, and the availability of the 3 year warranty on our controllers and HMIs is our demonstration of that confidence to our customers.

About Mitsubishi Electric

With over 80 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TSE: 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. The company recorded consolidated group sales of 3,665.1 billion yen (US\$ 37.4 billion*) in the fiscal year ended March 31, 2009.

Mitsubishi Electric Europe B.V. is a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan, and represents over a 30 year history of sales, service and support of automation products within the European market place.

For more information visit

<http://global.mitsubishielectric.com>

www.mitsubishi-automation.com

www.meg3yearwarranty.com

*At an exchange rate of 98 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2009

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