

## **Mitsubishi Electric goes live in EMEA with new Factory Automation global website concept**

**Ratingen, Germany 18th February 2014**

**Mitsubishi Electric Europe offers its web visitors and customers an even better online experience, with the launch of its EMEA websites built upon Mitsubishi Electric's Factory Automation Global Website Strategy. At the European portal [eu3a.mitsubishielectric.com](http://eu3a.mitsubishielectric.com), as well as on 23 country websites, visitors will find a streamlined new website with a modern design, presenting Mitsubishi Electric's proven factory automation solutions.**

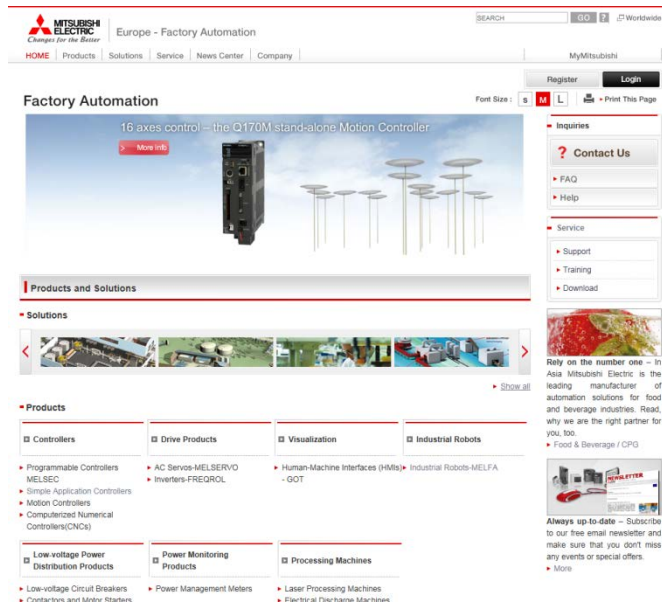
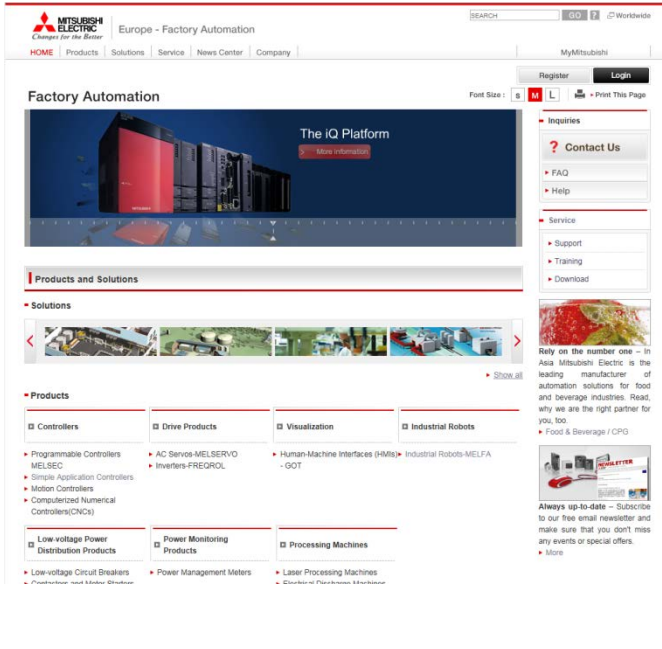
Providing dedicated coverage for the EMEA region, the new websites offer a wealth of product information, news, market-specific solutions and company information. The Factory Automation global website strategy provides a uniform and consistent presentation platform, regardless of where in the world customers may be.

The websites have also maintained the 'My Mitsubishi' feature, where registered users get premium access to special content, such as CAD files, certificates, drawings, photos and other resources.

For specific local information, users can access 24 dedicated country sites in 17 different languages. These local sites provide additional service, training and support information.

Thus, the Global Website Strategy plays a key role in delivering on Mitsubishi Electric's commitment to its "Global partner. Local friend." philosophy.

## Photo Captions



**Pictures 1 and 2:** Mitsubishi Electric launches its new websites for EMEA factory automation business as part of global web strategy.

**Note to Editor:** if you would like the text in another language please contact Stephanie Jones at DMA Europa – Nicola Bigmore [nicola@dmaeuropa.com](mailto:nicola@dmaeuropa.com)

## **About Mitsubishi Electric**

With over 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, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 121.000 employees the company recorded consolidated group sales of 29,5 billion Euro\* in the fiscal year ended March 31, 2013.

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

Mitsubishi Electric Europe B.V., Factory Automation European Business Group (FA-EBG) has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of FA-EBG is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

*\*Exchange rate 120,69 Yen = 1 Euro, Stand 31.3.2013 (Source: Deutsche Bundesbank)*

Further Information:

[eu3a.mitsubishielectric.com/fa](http://eu3a.mitsubishielectric.com/fa)

[www.mitsubishielectric.com](http://www.mitsubishielectric.com)

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