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## **Mitsubishi Electric Unveils EMIRAI 4 Smart Mobility Concept Car**

*Next-generation driving-assistance technology realizes safer and more convenient transportation*

**TOKYO, October 16, 2017** – [Mitsubishi Electric Corporation](http://www.MitsubishiElectric.com) (TOKYO: 6503) today unveiled its EMIRAI 4 concept car featuring next-generation driving-assistance technology, which is expected to help reduce traffic accidents and contribute to increasingly safe, convenient and environmentally friendly transportation. The EMIRAI 4 will be exhibited during 45th Tokyo Motor Show 2017 at the Tokyo Big Sight exhibition complex from October 27 to November 5.



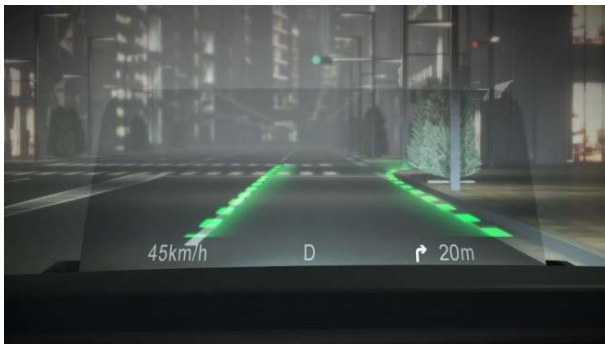
EMIRAI 4



EMIRAI 4 interior

Under the theme of “Feeling with you; convenient, safe and comfortable for each one”, development of the new concept car has drawn on three specific fields of research: electrification, autonomous driving, and connected. The EMIRAI 4 features next-generation driving-assistance technologies such as human machine interface (HMI), driver sensing and lighting system. HMI innovations incorporated in the EMIRAI 4 design include:

- Heads-up display with augmented reality: augmented reality, using high-accuracy locator combined with high-accuracy 3D mapping and positioning technology, emphasizes road and white lane displayed on heads-up display to guide drivers safely even in bad weather and other low-visibility conditions.
- Knob-on-display: an intuitive sliding knob enables drivers to operate various functions without taking their eyes off the road. Functions accessible via the sliding knob can be easily amended and consolidated into specified groupings, helping to simplify the center interior.
- Crossed images display: a half mirror with diagonal LCD panel and vertical virtual image from another LCD panel provide clear 3D images of the environment around the vehicle and easy-to-see alerts in the form of vertical images.



Heads-up display with augmented reality



Knob-on-display



Crossed image display

### **Driver Sensing**

A wide-angle interior camera monitors both the driver and the front passenger by detecting the passengers' heads and postures to alert potentially dangerous driving behavior and provides safe and smooth switchover between automated to manual driving. This system also provides comfort for each one by changing air conditioning settings, etc.



### **Lighting System**

Sensors in the car body detect when a door is about to be opened on, which activates an illuminated indicator that is projected onto the road surface and another indicator illuminated on the car body, both of which help nearby vehicles and pedestrians instantly recognize that a door is about to be opened.



### **Pending Patents**

82 worldwide

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### **About Mitsubishi Electric Corporation**

With over 90 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. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,238.6 billion yen (US\$ 37.8 billion\*) in the fiscal year ended March 31, 2017. For more information visit:

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

\*At an exchange rate of 112 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2017

*EMIRAI is a registered trademark of Mitsubishi Electric Corporation*