

Mitsubishi Electric Enhances Diamond Contractor Program with New Achievement Levels

SUWANEE, Ga., January 29, 2016 – [Mitsubishi Electric US, Inc. Cooling & Heating Division](http://www.mehvac.com) (Mitsubishi Electric) announces changes to its Diamond Contractor™ program effective January 1, 2016. Mitsubishi Electric unveiled the new enhancements to attendees at its recent Diamond Contractor Conference in Las Vegas. Currently, nearly 3,000 HVAC contractors from across the U.S. participate in the program, which is the oldest and largest network of certified split-ductless HVAC contractors in the country.



Program changes include a new tiered system to recognize three levels of achievement: Diamond Contractor, Preferred Diamond Contractor and Elite Diamond Contractor. “For the last two and a half years, we’ve been working to establish a tiered program,” said John Wright, sales manager of contractor development, Mitsubishi Electric US, Inc. Cooling & Heating Division. “The goal is to give consumers the best service available and our Diamond Contractors exceptional tools and resources to sell our best-in-class products.”

Several criteria are included in each new contractor classification, such as the tracking of warranty registrations for each system a contractor purchases, as well as five performance indicators – marketing, training, service, sales and customer satisfaction.

Contractors who have earned a Diamond Contractor level can advertise to consumers using that tier’s logo, for example, in advertising or on a truck wrap. Contractors will also have the chance to move up in search results on MitsubishiComfort.com and their listings will display icons/badges associated with their offerings, such as financing.



“We are excited about these enhancements to the Diamond Contractor program,” said Mike Smith, senior manager, residential marketing, Mitsubishi Electric US, Inc. Cooling & Heating Division. “As the first split-ductless manufacturer in the U.S. to launch this type of program, we’ve nurtured a loyal group of excellent contractors. As our technology gains acceptance, it’s important that we continue to recognize our Diamond Contractors by offering enhanced benefits that we know will appeal to their customers.”

Diamond Contractors are independent dealers who have invested time in training at an approved instructional center and have a high level of experience working with Mitsubishi Electric systems. Customers can be confident of full warranty protection and unmatched performance by purchasing their Mitsubishi Electric system from a Diamond Contractor. “The top HVAC distributors in the industry carry these products and, working with them, Mitsubishi Electric has assembled the most prestigious and knowledgeable network of HVAC contractors, its Diamond Contractors, to provide customers with the finest sales, installation and service support possible,” said Smith.

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About Mitsubishi Electric US, Inc. Cooling & Heating Division

Mitsubishi Electric US, Inc. Cooling & Heating Division (Mitsubishi Electric) is headquartered in Suwanee, Georgia. Mitsubishi Electric is a leading marketer of ductless and Variable Refrigerant Flow (VRF) air-conditioning and heating technology in North America, Latin America, the Caribbean and Bermuda. In 1982, Mitsubishi Electric introduced its state-of-the-art, ductless air conditioners and heat pumps in North America and later expanded its product line with VRF zoning heat pump systems using INVERTER technology to offer simultaneous cooling and heating capabilities. The division also offers compressors and a full line of air-conditioning accessories. Mitsubishi Electric products have won 58 innovation and excellence awards, most recently, the 2015 Record Products Award from *Architectural Record*, a 2015 Product Innovation Award from *Architectural Products*, a 2015 Money-Saving Products Award from *BUILDINGS* and a 2015 AHR Expo Innovation Award from *ASHRAE*. More information is available at www.mehvac.com and at Mitsubishi Electric’s [blog](#). Mitsubishi Electric is also on [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

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