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Mitsubishi Electric’s Factory Automation Systems Business to Launch “Automating the World” as Global Slogan

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

Automating the World

TOKYO, November 7, 2022 – [Mitsubishi Electric Corporation](https://www.mitsubishielectric.com) (TOKYO: 6503) announced today it will launch “Automating the World” as the global slogan for its Factory Automation Systems business. Commercial use of the slogan will begin worldwide on November 8.

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. The slogan was developed based on the voices of numerous Mitsubishi Electric stakeholders 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
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Slogan combined with subphrase for China

In recent years, global society has been compelled to adapt to the growing needs for work efficiency, digitalization and decarbonization. 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 digitalization,
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 realize a sustainable global environment
while striving to realize a safe, secure, and comfortable society that respects all people.

Despite all these changes it’s 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,
and its Factory Automation Systems team are proudly finding new ways
through the application of advanced technology,
sharing know how and actively collaborating with one goal,
to apply and utilize 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.

For more about the Automating the World slogan:

<https://www.MitsubishiElectric.com/fa/about-us/automating-the-world/>

Pending Trademarks



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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 ¥122=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2022