

PRESS RELEASE

## **Mitsubishi Electric's support for the automotive industry highlighted at the North East Automotive Expo**

**Mitsubishi Electric is showcasing how its automation technologies can drive the entire electric vehicle value chain forward at the North East Automotive Expo 2022, taking place on 29th September 2022. During the event, visitors will be able to learn more about robotised systems, cyber security solutions, smart energy and many other data-driven opportunities on stand B66.**

*Ian Patterson, Automotive - EV - LiB UK Sector Lead - Mitsubishi Electric*

The North East Automotive Alliance's (NEAA) flagship expo is a leading platform for the local automotive supply chain to discuss the latest trends and innovations shaping the sector. As the region produces 20% of all battery electric vehicles across Europe, electrification will be one of the key topics debated during the event.

In line with this, Mitsubishi Electric will exhibit its wide range of automated solutions for electric vehicle businesses and their lithium-ion battery suppliers. One highlight will be the live demonstration of the company's collaborative robot (cobot) MELFA Assista and how it can work together with humans to drive efficiencies on the shop floor. In addition, Mitsubishi Electric will present key insights on how manufacturers can leverage data-driven, digital processes to generate business intelligence and improve productivity.

Battery manufacturers looking at powering the next generation of cars will be able to learn more about Mitsubishi Electric's cutting-edge solutions for this industry by stopping at the booth. These include the FR-A800-R2R drives with specific integrated winding and unwinding functions as well as the latest line bar scanner devices to monitor the surface quality of electrodes across all steps of the production process in real-time.

Mitsubishi Electric will also showcase how players across the automotive supply cycle can embark on successful digital transformation and smart energy journeys by leveraging the right automation devices. Finally, visitors will be invited to discuss how they can meet cybersecurity standards, such as IEC62443-3, with leading Mitsubishi Electric experts. In particular, companies can book a follow-up consultancy service for cybersecurity, which includes general advice on alignment with international regulations.

***Visit Mitsubishi Electric on stand B66 at the North East Automotive Expo 2022, taking place on 29th September 2022 at the Beacon of Light, Sunderland:***

***<https://northeastautomotivealliance.com/events/automotive-expo/>***



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**Note to Editor:** if you would like the text in another language, please contact Kiki Anderson at DMA Europa – [kiki.anderson@dmaeuropa.com](mailto:kiki.anderson@dmaeuropa.com).

## **About Mitsubishi Electric**

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

Mitsubishi Electric Europe, Industrial Automation – UK Branch is located in Hatfield, United Kingdom. It is a part of the European Factory Automation Business Group based in Ratingen, Germany which in turn is part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of Industrial Automation – UK Branch is to manage sales, service and support across its network of local branches and distributors throughout the United Kingdom.

*\*U.S. dollar amounts are translated from yen at the rate of ¥221=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2022.*

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