

Mitsubishi Electric's Factory Automation Systems business launches new global slogan "Automating the World"

Mitsubishi Electric Corporation (TOKYO: 6503) has launched "Automating the World" as the global slogan for its Factory Automation Systems business.

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. "Automating the World" was developed based on the voices of numerous Mitsubishi Electric stakeholders from 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.

In recent years, global society has been compelled to adapt to the growing needs for work efficiency, digitalisation and decarbonisation. 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 digitalisation, 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 realise a sustainable global environment whilst striving to realise a safe, secure and comfortable society that respects all people.

Despite all these changes it is 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. The company’s Factory Automation Systems team are proudly finding new ways through the application of advanced technology, sharing know-how and actively collaborating with one goal of applying and utilising 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.

Find out more about our “Automating the World” slogan:

emea.mitsubishielectric.com/fa/lp/about-us/automating-the-world

Originally (initially) released in English and Japanese.

Image captions:

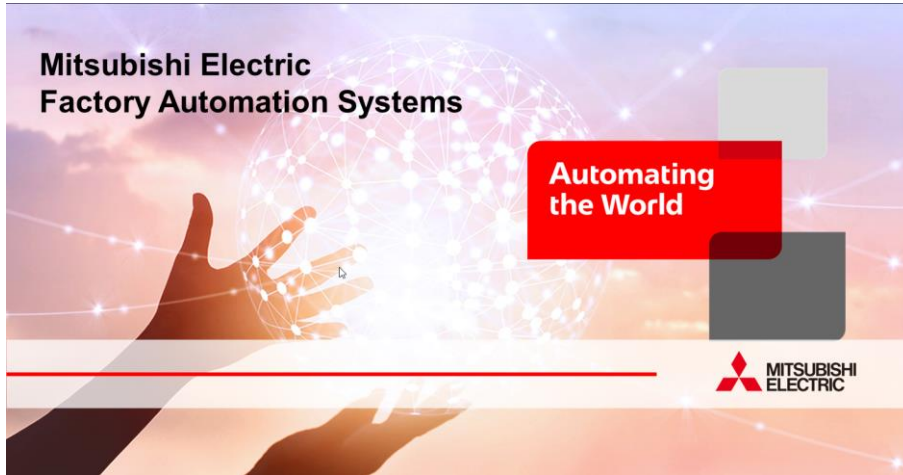


Image 1: Mitsubishi Electric's Factory Automation Systems business launches new global slogan "Automating the World"

[Source: Mitsubishi Electric Corporation, Japan]

Automating the World

Image 2: New tagline reflects the company's contributions to a better world through automation

[Source: Mitsubishi Electric Corporation, Japan]

Automating the World

自在菱活

Image 3: Slogan combined with subphrase for China

[Source: Mitsubishi Electric Corporation, Japan]

Image 4: Pending trademarks

Automating the World
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Automating the World自在菱活
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[Source: Mitsubishi Electric Corporation, Japan]

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