



BEHIND EVERY SMOOTH RIDE
AND ELEVATED EXPERIENCE:

Proactive Service



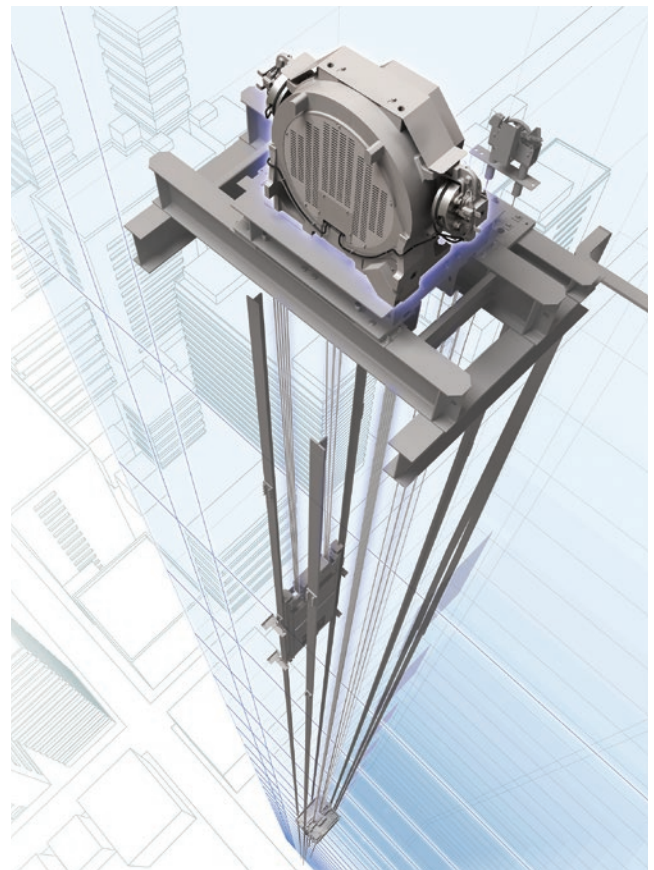


ELEVATORS THAT RIDE SO SMOOTHLY
a coin on its edge won't fall

Mitsubishi Electric US, Inc.'s Elevator and Escalator Division

Mitsubishi Electric's mission is simple - to enhance the quality of life in our society. That mission forms the foundation of our unwavering focus on providing the best possible customer experience.

Mitsubishi Electric US, Inc., Elevator and Escalator Division has provided vertical transportation for buildings of all types and sizes in the United States since 1985. Quality in Motion™ describes the rider experience and how our company continues to push elevator and escalator technology forward. It encompasses our commitment to providing safe, reliable and comfortable rides through installing high quality components followed by proactive maintenance.



WHY MITSUBISHI ELECTRIC?

Maximized Up-Time, Minimized Callbacks and Predictable Maintenance Costs

A callback is when an elevator or escalator unexpectedly requires repair or service. Besides causing a facility to fall short of guest and tenant expectations, callbacks generated by equipment malfunctions or substandard operation can be costly in terms of unplanned repair fees. Mitsubishi Electric has the lowest average callback rate in the industry, so building owners experience predictable maintenance costs, safe, reliable and comfortable performance when they choose us.



High-Quality Engineering and Manufacturing

Throughout our 90 year history as an elevator and escalator manufacturer and the last 35 years in the US, we've made significant technological advances in the engineering and design of our vertical transportation offerings. For example, by structurally isolating the door operator mechanism, we mitigate one of the most frequent causes of callbacks – door malfunctions. All components of Mitsubishi Electric are thoughtfully engineered to provide precise, well-controlled motion. Additionally, a majority of the key components on our traction elevators and escalators are manufactured in-house, which allows us to control the quality of the end-product. This approach and our rigorous quality assurance methodologies eliminate unexpected movement and reduce the likelihood of callbacks.

Knowledge and Experience

Mitsubishi Electric technicians proudly service our equipment – including machine-room-less elevators, high-speed elevators, hydraulic elevators, escalators and the world's only spiral escalators – as well as equipment manufactured and installed by others.

Our service technicians receive comprehensive training on the proper operation of parts and components and how they interact during normal and emergency operations. This training is enhanced by extensive reporting and methodologies designed to foster continuous improvements. Customers can expect knowledgeable diagnostics, appropriate maintenance, minimum downtime for repairs and minimum liability exposure. As vertical transportation becomes more innovative and compatible with advanced technology, our service technicians have the tools, training and programming know-how to keep elevators and escalators in optimal working condition. In addition to our highly qualified team of service technicians, we have management teams that make customer-centered decisions informed by their own field experience.



CAPABILITIES

Regularly Scheduled Maintenance

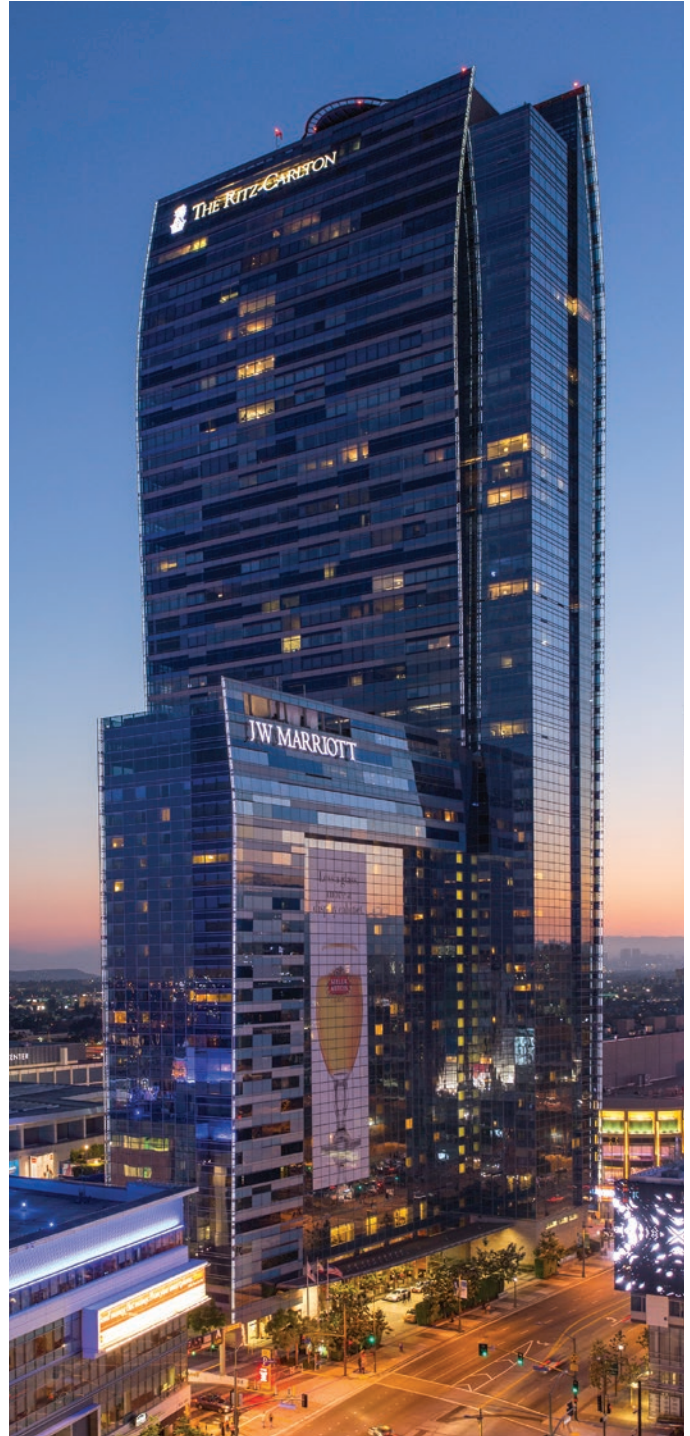
Rather than a maintenance program focused on callbacks, our trained service technicians adhere to a detailed preventative maintenance program to address potential concerns before they can grow into big problems. This approach helps us achieve an industry-leading **average callback ratio of less than one callback per unit per year** on Mitsubishi Electric elevators, and reduced callbacks on equipment from other makers' products that are maintained by Mitsubishi Electric.

Proactive Parts Replacement

Because **we proactively replace parts before they wear out**, we're able to ensure that Mitsubishi Electric maintains the highest level of quality and continue to run smoothly, quietly and reliably throughout the life of a building.

Exceptional Service on Other Makers' Products

Our service capabilities aren't limited to Mitsubishi Electric equipment. **Our trained service technicians have the skills and expertise** to apply the same regular and proactive maintenance on all major brands, as well as respond quickly to callbacks on the equipment.



The world's only manufacturer of spiral escalators



Industry-leading rate of less than one callback per unit, per year



Rides so smoothly a nickel can balance on its edge from bottom floor to top





3

3 Third Floor Galleries
2 Top Deck Park
Administrative Offices
Restrooms 14
1 Lobby
First Floor Galleries

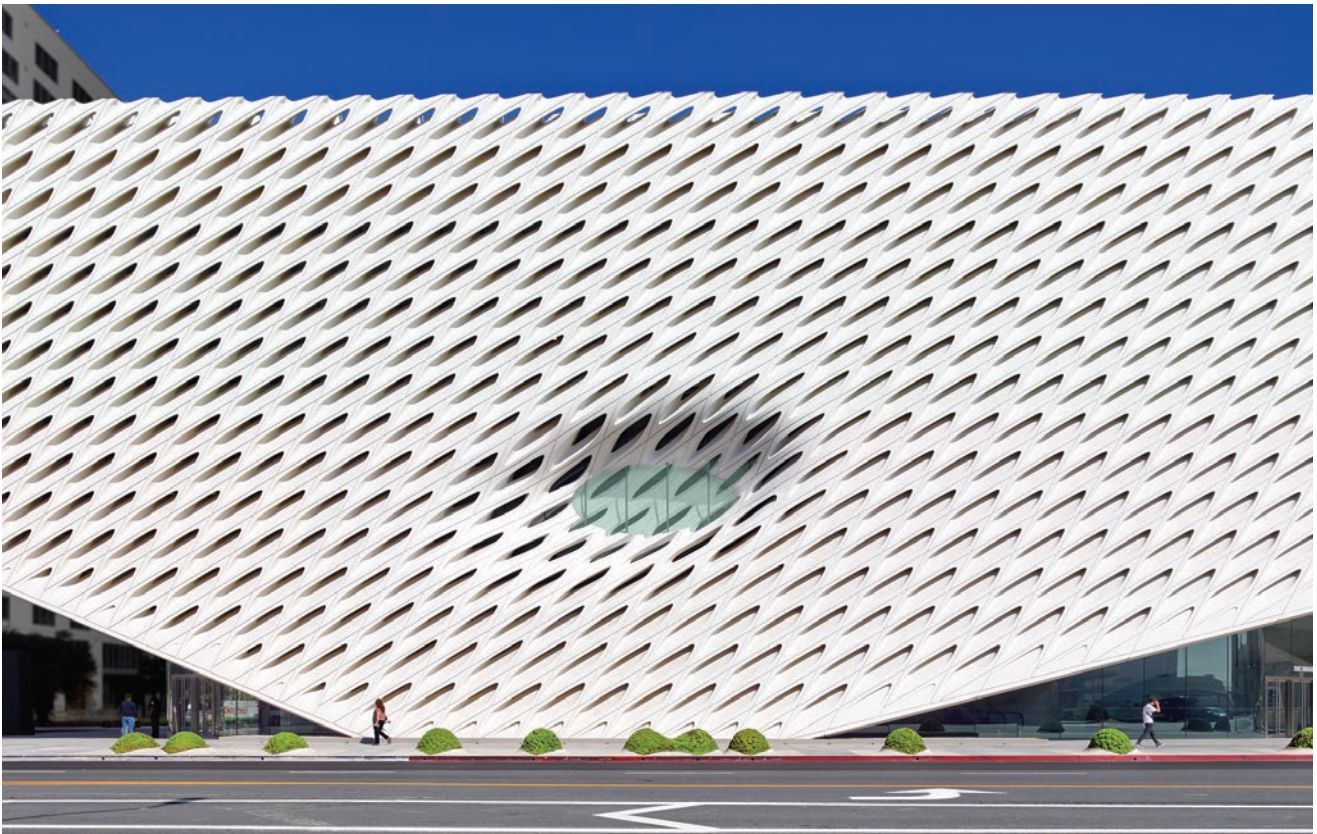
The Broad

A 120,000-square-foot, five-story-tall contemporary art museum in downtown Los Angeles relies on Mitsubishi Electric elevators to ensure consistent accessibility to its patrons and employees.

The museum's founders requested installation of one service elevator and five passenger elevators from Mitsubishi Electric to transport their guests. **Among the passenger elevators is a uniquely designed round glass elevator that offers panoramic views of the gallery spaces throughout the museum.** The founders were drawn to Mitsubishi Electric's unmatched record for equipment reliability and reputation for proactive, continued service.

Mitsubishi Electric developed a customized Preventative Maintenance Program for the museum's particular needs. This includes after-hours technical support and repair services which minimizes downtime during open hours. The Program also includes servicing an escalator installed by others that transports passengers to the third floor. The escalator rise is equivalent in height to a traditional five-story building due to the museum's 20-plus-foot ceilings.

The elevators manufactured and serviced by Mitsubishi Electric have continued to live up to their reputation as smooth, quiet, reliable and safe equipment. Our technicians have maintained and serviced the escalator to meet the same performance standards. All of this is possible due to the expertise and superior service capabilities offered by Mitsubishi Electric.





With locations in California, Nevada, Washington, Hawaii, Texas, Illinois, Washington, D.C., Massachusetts & Florida, Mitsubishi Electric US, Inc., Elevator and Escalator Division stands ready to service elevators and escalators, regardless of brand.

To learn more, visit mitsubishielevator.com or call (714) 220-4720.

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