

Mitsubishi Electric US, Inc. Establishes Presence in Greater Nashville *The Elevator and Escalator Division expands to Nashville with application in rejuvenated downtown*

CYPRESS, Calif., April 20, 2021 – The [Elevator and Escalator Division of Mitsubishi Electric US, Inc.](#), headquartered in Cypress, California is pleased to announce its expansion to Nashville, opening a new office and embarking on a project alongside Giarratana LLC.

Nashville developer Tony Giarratana of Giarratana LLC selected Mitsubishi Electric US to provide top-of-the-line elevator systems in two of his latest developments, Alcove at 900 Church Street and Prime at 801 Church Street. The elevators will be equipped with the Mitsubishi Electric Sigma AI 2200C Destination Oriented Allocation System (DOAS[®]), which works seamlessly with Mitsubishi Electric’s touch-free elevator call system smartphone application. With the application’s intuitive, user-friendly interface, residents will have the ability to call an elevator wirelessly prior to arriving at the elevator lobby. The innovative system is equivalent to holding the elevator controls in the palm of your hand and eliminates the need to directly interact with the elevator fixtures. Users can also set a default call mode for specific needs, for example, wheelchair accessibility per ADA requirements.



Renderings from left to right: Alcove (900 Church) and Prime (801 Church) residential towers by Giarratana LLC in Nashville, TN

The Mitsubishi Electric elevator systems will be installed in the Alcove and Prime residential towers in the heart of downtown Nashville. Giarratana LLC acquired the sites to erect two residential towers: the 34-story, 356-unit Alcove and the 38-story, 350-unit Prime. Combined,

the two skyscrapers will house 706 apartments on nearly an acre of prime downtown real estate. Further, Prime will be among the tallest structures in the area upon project completion in late 2023. The towers, which will be constructed concurrently by AECOM Hunt, meet the increasing need for downtown residential spaces as they sit directly across from Nashville Yards, a mixed-use development expected to reinvigorate the city's downtown and bring more than 20,000 new jobs to the area.

“When we got word of the plans for Nashville’s Yards, we quickly recognized the importance of providing a wide variety of residential options to serve the future employees of these fast-growing businesses,” notes Tony Giarratana, president, Giarratana LLC. “We also understood that high-rise living would be essential to Nashville’s growth and quality of life as the downtown area becomes more populated and vibrant. Our architect, Goettsch Partners, agreed that Mitsubishi Electric was the best choice to meet the needs of our new luxury residential towers, and we’re excited to partner with their vertical transportation division.”

[*The Wall Street Journal*](#) recently ranked Nashville, Tennessee as the second-hottest job market in the country. A portion of Nashville’s growth can be accredited to tech giants Amazon and Asurion moving into the city’s Nashville Yards and in the North Gulch, respectively — both just a stone’s throw away from Giarratana’s Alcove and Prime’s apartments. With the city’s proven resilience in the face of a challenging economic year in 2020, Nashville was the natural choice for Mitsubishi Electric US’ move south.

“Establishing a presence for our division in Greater Nashville was an easy call to make,” says Erik Zommers, senior vice president and general manager, Mitsubishi Electric US Elevator and Escalator Division. “Our organization is thrilled to support Nashville’s revitalization with our high-quality vertical transportation systems. With Alcove and Prime among the tallest structures in the area, we’re excited to show Music City what Mitsubishi Electric elevators are made of.”

Other Mitsubishi Electric US Elevator and Escalator Division office locations include Cypress (CA), Oakland (CA), Dallas (TX), San Diego (CA), Seattle (WA), Honolulu (HI), Las Vegas (NV), Chicago (IL), Boston (MA), Washington, DC, Tampa (FL) and San Francisco (CA). For

more information about Mitsubishi Electric elevators and escalators, visit

www.MitsubishiElevator.com.

###

About Mitsubishi Electric US, Inc. Elevator and Escalator Division

Headquartered in Cypress, California, Mitsubishi Electric US, Inc. Elevator and Escalator Division sells, installs, modernizes and services elevators and escalators. The division is recognized as an industry leader in product quality, reliability, and preventative maintenance programs. Quality in Motion® is inherent in the division's best in class products and people. Quality is at the division's core. The products differentiate themselves through the smooth ride, leading edge technology and unmatched reliability. The commitment continues over the life of the product through the division's intensive service program that maximizes uptime of vertical transportation. Additional information is available at www.MitsubishiElevator.com or 714-220-4700.

In addition to elevators and escalators, [Mitsubishi Electric US group companies'](#) principal businesses include cooling and heating products, semiconductor devices, automotive electrical components, factory automation products and services, electric utility products and large-scale video displays for stadiums and arenas. Mitsubishi Electric US group companies have 38 locations throughout North America with approximately 4,000 employees.

About Giarratana LLC

Giarratana LLC- Over 30 years of focus, passion and enthusiasm for downtown Nashville has produced numerous firsts for: the first high-rise apartments, the first high-rise condominiums and the first modern urban grocery store since 1967. Giarratana and its partners have overseen historical preservation and developed thousands of residential units. Giarratana LLC includes Giarratana Development, Giarratana Realty, Giarratana Management, and Giarratana Restaurant Group. Visit www.giarratana.com.

Media Contacts:

Katie Sikorski, LMO
katiesikorski@lmo.com
703-666-8447

Jordan Washington, LMO
jordanwashington@lmo.com
703-879-7757

Jenny McClain, Giarratana, LLC
jenny@giarratana.com
615-587-4616

MITEED/0421/01