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Mitsubishi Electric Automotive America Launches Website for Heavy Duty Starters

New site offers fleet managers technical, application and warranty information

NORTHVILLE, Mich. – Oct. 20, 2009 – Mitsubishi Electric Automotive America, Inc., launched a new website, www.specmystarter.com, for its heavy duty OE starter program.

The new website allows fleet managers to obtain all the necessary information on Mitsubishi Electric's heavy duty starters as they make decisions about the trucks they purchase, including specification and application information, OE warranty information, product literature, technical information and a link to the Diamond Gard™ aftermarket website.

“This new website is a great tool for fleet owners and managers who are specifying new trucks and considering Mitsubishi Electric starters,” said Denis Bigras, director, OE marketing and sales, North America, Mitsubishi Electric Automotive America. “It’s easy to navigate and provides detailed information on the features and advantages of our starters.”

Mitsubishi Electric Automotive America starters have a failure rate consistently below one percent and are standard on nearly every heavy duty truck manufactured today in North America.

About Mitsubishi Electric Automotive America

Mitsubishi Electric Automotive America, Inc., a subsidiary of Mitsubishi Electric Corporation, was established in 1979 to serve the North American automotive, heavy duty truck and coach business. Mitsubishi Electric Automotive America offers a wide range of products and services including engineering, manufacturing, sales, marketing, distribution and service of electrical and electronic systems and components for automobiles, heavy trucks and commercial engine manufacturers,

MEAA –Launches Web Site for New Warranty Program

serving both OEMs and the aftermarket. For more information about Mitsubishi Electric Automotive America, visit www.meaa-mea.com. For more information about Mitsubishi Electric heavy duty aftermarket products, visit www.diamond-gard.com. For more information about Mitsubishi Electric heavy duty OE starter products, visit www.specmystarter.com.

Mitsubishi Electric Automotive America received the J.D. Power and Associates 2008 Award for “Highest Customer Satisfaction with Factory-Installed Navigation Systems” for the system in the Mitsubishi Lancer. <http://www.jdpower.com/corporate/news/releases/pressrelease.aspx?ID=2008237>

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