



Media Contact: Dick Pacini
The Millersch Group
248/276-1970
Cell: 248/770-6446
dpacini@millerschgroup.com

**Mitsubishi Electric Automotive America, Inc. Names Manning
National Accounts Manager for Its Heavy Duty Aftermarket Business Unit**

Northville, Mich. – October 29, 2009 – Mitsubishi Electric Automotive America, Inc., today announced the appointment of Roger Manning to national accounts manager for its heavy duty aftermarket business unit.

Manning brings more than 25 years of outside sales and marketing experience in the heavy duty, construction, agricultural, and finance industries. He has extensive experience working with heavy duty equipment dealers and owners.

“We are very excited to have Roger Manning join our team,” Doug DeJong, director, heavy duty sales and marketing, said. “His sales and marketing expertise will certainly help strengthen Mitsubishi Electric Automotive America’s heavy duty aftermarket business.”

Manning is based in upstate New York, and reports to DeJong.

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, 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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