



Mitsubishi Aircraft News No. 05

MRJ to Establish U.S. Sales Firm

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Mitsubishi Aircraft Corporation will set up a locally incorporated solely owned subsidiary that will function as its sales base for the Americas, which includes North America, Central America and South America, and is collectively projected to be the largest market for the company's next generation regional jet, the MRJ (Mitsubishi Regional Jet). The new company will begin sales activities on November 1 from its headquarters in Addison, Texas.

The objective of the new regional sales base is to give Mitsubishi Aircraft Corporation a presence in the world's largest regional jet market, that of the Americas, including North America, enabling increased and continuous sales and marketing activities to help the MRJ gain traction and boost its visibility in the market. The company will accomplish this through supplying continuous on-the-ground sales activities to prospective customers with no difference in time zone, as well as by securing orders, gathering information and handling PR for the region to forge even stronger relationships with customers while enhancing the MRJ brand.

Mitsubishi Aircraft President Nobuo Toda said, "Establishing a local sales and marketing base in the world's largest regional jet market, that of the Americas, is incredibly significant for our company. This will allow us to conduct ongoing sales and marketing activities leading to stronger relationships with customers rooted in trust. This will translate into a higher profile for the MRJ, improved understanding of the unprecedented value that the MRJ offers for the environment, passengers and airlines, and, ultimately, a large number of orders."

Overview of new company

- Company name: Mitsubishi Aircraft Corporation America, Inc.
- Major activities: Securing orders, gathering information and handling PR for the American regional market
- Launch date: November 1, 2008
- Location: Addison, Texas, U.S.
- Capital: \$700,000
- Shareholder composition: Solely owned subsidiary of Mitsubishi Aircraft Corporation
- President: Kentaro Taki (Currently Sales and Marketing Department, Vice President)

About Mitsubishi Aircraft Corporation

Mitsubishi Aircraft Corporation commenced operation on April 1, 2008 to support the design, type certification, procurement, sales and customer support of the Mitsubishi Regional Jet. It is currently capitalized at 70 billion yen, with 67.5 percent of this financing being furnished by Mitsubishi Heavy Industries, Ltd., 10 percent from Toyota Motor Corporation, 10 percent from Mitsubishi Corporation, 5 percent from Sumitomo Corporation and 5 percent from Mitsui & Co., Ltd.

About MRJ

The MRJ is a next-generation regional jet that will be based on cutting-edge development and manufacturing technology cultivated by Mitsubishi Heavy Industries, Ltd. during its many years engaged in the development and manufacture of both military and commercial aircraft. The MRJ is a family of 70- to 90-seat regional jets, which will offer both top-class operational economy and outstanding cabin comfort. The MRJ will also mark the first extensive use of composite materials in the main wings and empennage, feature a game-changing engine, and state-of-the-art aerodynamic design, which will significantly cut fuel consumption contributing to improved competitiveness and profitability for airlines. The MRJ will apply advanced mainline jet technology to create a new standard for next-generation regional jets.