



Mitsubishi Aircraft News No. 17

Mitsubishi Aircraft to Establish Europe Sales Office

April 4, 2011

Mitsubishi Aircraft Corporation announced the establishment of a locally incorporated, solely-owned subsidiary in Amsterdam, the Netherlands to function as its sales base for Europe. With the establishment of the Europe sales office, Mitsubishi Aircraft will accelerate its sales activities of the MRJ (Mitsubishi Regional Jet) in the European region. The new company will begin operation on May 1, 2011.

Europe is the second largest market for regional jet aircraft, following the United States. The new regional sales base allows Mitsubishi Aircraft to conduct on-the-ground sales activities to customers without any time differences. The Europe sales office will not only cover the European but also the Middle Eastern and African markets. It will strengthen relationships with potential customers and enhance the presence of the MRJ brand to secure new orders.

Mitsubishi Aircraft expects 5,000 regional jets to be in demand in the next 20 years; 30% of which will come from Europe. Amsterdam was chosen as the best suitable location to conduct the most efficient and productive sales activities in this huge market because of its central location and excellent connectivity within Europe. The main purpose of the Europe sales office is to boost sales activities, gather information, and conduct public relations. Furthermore, the office will promote the MRJ brand to the market and develop a higher brand profile.

Dr. Philip de Heer, Ambassador of the Netherlands to Japan, commented as follows: "The contacts between Japan and the Netherlands started with the ship 'de Liefde' washing ashore on the coast of Japan on April 19th, 1600.

Almost 411 years later, Mitsubishi Aircraft Corporation Europe makes a smooth landing in the Netherlands. The differences between the two events are obvious, the similarity too: both are the beginning of a long relationship in which business and reliability are the key drivers. "

Hideo Egawa, President of Mitsubishi Aircraft Corporation commented as follows: "Since the opening of the business in the U.S. Sales Office in November 2008, we have worked to build stronger bonds with our customers and have concluded the definitive Purchase Agreement with Trans States Holdings for the order of 100 MRJ aircraft last December. We have many potential customers showing strong interest in the MRJ in the European region. We expect establishing this new sales office will greatly enhance our presence in the region, resulting in new orders. "

Overview of the New Company (as of April, 2011)

Company Name	: Mitsubishi Aircraft Corporation Europe B.V.
Major Activities	: Securing orders and sales activities, gathering information and conducting Public relations for the European, Middle Eastern, and African regional market
Business Opening Day	: Currently Scheduled on May 1, 2011
Location	: Amsterdam, the Netherlands
Capital	: 500,000 EUR
Shareholder composition	: Solely owned subsidiary of Mitsubishi Aircraft Corporation
President	: Akinori Kojima (Currently Manager in Sales and Marketing Department European region)
Number of Employees	: 4 (at the time of establishment)

About Mitsubishi Aircraft Corporation

Mitsubishi Aircraft Corporation commenced operation on April 1, 2008 to conduct the design, type certification, procurement, sales, marketing and customer support of the Mitsubishi Regional Jet (MRJ). The MRJ is a family of 70- to 90- seat next-generation regional jet which will offer both top-class operational economy and outstanding cabin comfort. Mitsubishi Aircraft is capitalized at 100 billion yen, with financing furnished by, among others, Mitsubishi Heavy Industries, Ltd., Toyota Motor Corporation, Mitsubishi Corporation, Sumitomo Corporation and Mitsui & Co., Ltd.