

WARM WELCOME FOR BOILER SCRAPPAGE SCHEME

London, UK – 10th December 2009 - Mitsubishi Electric has welcomed the Chancellor's announcement of a greener home heating incentive in the Government's Pre-Budget Report yesterday (9 December 2009).

The Boiler Scrappage Scheme offers a £400 incentive to households looking to upgrade their old heating system. The cash is available to anyone who replaces a G-rated boiler with a modern boiler, or a renewable heating unit.

“We were initially concerned that the scheme would only look at replacing old gas boilers for new gas boilers, which would have penalised green technologies such as air source heat pumps, so we are delighted that they have been included in the scheme,” said John Kellett, General Manager of Mitsubishi Electric's Heating Systems Division.

Whilst modern gas boilers are more efficient than older models and will help save energy, they still leave the household vulnerable to escalating energy prices and the country hostage to the global market as Britain is now a net importer of gas.

“We are at the point where it actually makes little sense to carry on relying on gas,” commented Kellett. “Prices continue to rise and even the most modern systems are less than 100 per cent efficient compared to a modern air source heat pump which can easily provide all the heating and hot water needed at efficiency levels of 300 or 400 per cent.”

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Even in temperatures as low as minus 15 degrees centigrade, Ecodan can extract enough energy from the outside air to meet a home's heating and hot water needs. It requires just a small amount of electricity – no oil or gas – and takes renewable energy from the air to deliver three or four times more heating energy than the electricity consumed.

“We have designed Ecodan to be easy to install for an approved plumber and it works with both radiators and underfloor heating systems so that the household notice very little difference,” added Kellett. “We are already seeing increased interest in this modern form of heating and the scrappage scheme can only help increase take up.”

To find out more about Ecodan visit www.mitsubishielectric.co.uk/heating or call 01707 282880.

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Note to editor: For further press information contact Vicky Gomes on 020 3047 2220
victoria.gomes@edelman.com

About Mitsubishi Electric Europe B.V.

Mitsubishi Electric's operations in Europe began more than 30 years ago. Since then, the company has grown and expanded its network and service area to cover much of the region. In 1996 Mitsubishi Electric Europe B.V. was formed as a wholly owned subsidiary of Mitsubishi Electric Corporation (Japan).

Today, Mitsubishi Electric Europe B.V. is helping European customers meet their business challenges, through providing innovative technologies and high-quality products and solutions in factory automation, heating & air conditioning, business and home projectors, security and printing solutions, large display systems, automotive equipment, semiconductors, photovoltaic systems, escalators & elevators and electric utility products.

Additional information about Mitsubishi Electric Europe is available from
www.mitsubishielectric.eu