



**News Release**

**AUTOMOTIVE ELECTRONICS**

**Mitsubishi Electric Develops World's Smallest, Lightest  
Motor Controller Unit for Automotive Power Steering**  
*Integrated motor and controller enhances fuel efficiency*

**Northville, Mich. – February 21, 2011** – Mitsubishi Electric Corporation has developed the world's smallest and lightest motor controller unit for electric power steering in automobiles. This next generation motor controller unit integrates the motor and controller into one unit and aligns them on the same axis by improving the internal structure of the controller. This results in the unit being 50 percent smaller and 30 percent lighter than the company's current products with equal output.

Mitsubishi Electric has also upgraded the motor's steering assistance capabilities by improving the output performance of the motor by 30 percent through optimization of the electromagnetic design. This new motor controller unit also features a unique patented control algorithm developed to provide superb steering sensation and stability.

"Forty percent of new automobiles manufactured worldwide now incorporate electric power steering, which can improve fuel economy by three to five percent compared to those using hydraulic steering," said Mark Rakoski, director, Sales and Engineering, Mitsubishi Electric Automotive America. "To do this, automobile and steering manufacturers are increasingly calling for motors and controllers that are much smaller and lighter than current components. This not only improves fuel efficiency, but facilitates installation of power steering systems.

"In the US, increased CAFE regulations make applying electric power steering to vehicles a sensible solution, particularly when one compares the fuel economy improvements to the



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additional cost of electric power steering in vehicles,” added Rakoski. “Plus, the electrification of steering supports the strategic goals of most carmakers to further enhance their active safety systems. The combination of these benefits will result in a rapid migration to electric power steering usage in North America.”

Mitsubishi Electric currently is in discussions with a number of automobile and steering manufacturers and expects to commercialize the product in the near future.

### **About Mitsubishi Electric Automotive America**

Mitsubishi Electric Automotive America, Inc., a US 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, buses and commercial engine manufacturers, serving both OEMs and the Aftermarket. For more information about Mitsubishi Electric Automotive America, visit [www.meaa-mea.com](http://www.meaa-mea.com). For more information about Mitsubishi Electric heavy duty products, visit [www.specmystarter.com](http://www.specmystarter.com). For more information about Mitsubishi Electric’s Diamond Gard™ warranty program, visit [www.diamond-gard.com](http://www.diamond-gard.com).

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