

## **New Mitsubishi Electric Diamond HVAC Contractor Program Offers Training, Financing Incentives**

**SUWANEE, Ga. – February 7, 2011** – Mitsubishi Electric Cooling and Heating Solutions (Mitsubishi Electric) has announced the launch of the [Diamond® Contractor Program](#). The program will recognize HVAC contractors who meet important qualification standards. Only contractors who sell [Mitsubishi Electric split-ductless and ducted systems](#) will be eligible to apply for the designation.

“HVAC contractors will earn the designation by meeting significant education, sales and licensing requirements,” says Lee Bergstrom, channel marketing specialist, Mitsubishi Electric Cooling and Heating Solutions. “These contractors will be part of an exclusive club, with exclusive privileges.”

HVAC contractors will enjoy a set of valuable business-building benefits, including priority listing on the “[How to Buy](#)” section on Mitsubishi Electric Cooling and Heating Solutions’ consumer [website](#), attractive financing options, a free registration for a Mr. Slim® service and installation training course, a seven-year parts warranty and seven-year limited warranty, access to marketing resources, co-op advertising funds, and truck and uniform identification logos. These tools and incentives are designed to attract and motivate purchasers, speed the sales cycle and support the best possible installation and comfort experience for end-users.

“Purchasers will enjoy the assurance that comes from choosing a contractor who has committed to a code of ethical business conduct and met key training and compliance standards,” said Bergstrom. “HVAC contractors who qualify are signaling their dedication to customer satisfaction with the support of the leading manufacturer in the fast-growing split-ductless market. The program will be an important point of distinction in a crowded marketplace.”

For more information about the Mitsubishi Electric Diamond Contractor Program, please contact your local Mitsubishi Electric distributor.

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**About Mitsubishi Electric Cooling and Heating Solutions:**

For more than 30 years, Mitsubishi Electric Cooling and Heating Solutions, with headquarters in Suwanee, Ga., has been a leading marketer of intelligent air-conditioning and heating technology, manufactured by its parent corporation, Mitsubishi Electric. The Division's market distribution includes North America, Latin America, the Caribbean and Bermuda. In 2011, the Dedicated Outdoor Air System received a first place AHR Innovation award in the ventilation category, and the VRF H2i<sup>®</sup> Y-Series and the Hydronic Heat Exchanger both received honorable mentions in the heating category and green building category, respectively. In 2009, the CITY MULTI<sup>®</sup> VRF system was judged a Product of the Year Gold Award winner in the HVAC/R category by subscribers of *Consulting-Specifying Engineer (CSE)*. Mitsubishi Electric HVAC's Mr. Slim<sup>®</sup> P-Series Hyper-Heat INVERTER systems received a Readers' Choice Award from *Building Products* magazine and CITY MULTI received Honorable Mentions in the HVAC Commercial Equipment and Dealer Design award competitions from *ACH&R News*. In 2008, Mitsubishi Electric HVAC not only received a Top Products Award from *Building Operating Management* for its P-Series four-way cassette, but its Mr. Slim MSZ-FD09/12NA was voted #1 in the *Contracting Business* HVAC Comfortech Product Showcase Awards in the Forced Air Heating category.

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