

*find out about the*

---

# **mitsubishi electric**

Independent Aftermarket Group

## Contents

- |          |   |           |  |
|----------|---|-----------|--|
| <b>3</b> | <b>Introduction</b>                                 | <b>8</b>  | <b>Changing the World<br/>for the Better</b> |
| <b>4</b> | <b>Celebrating our History</b>                      | <b>10</b> | <b>Approved Distributors</b>                 |
| <b>6</b> | <b>Establishing a new EMEA<br/>Distribution Hub</b> | <b>11</b> | <b>Our Website</b>                           |



Mitsubishi Electric Europe, Independent Aftermarket Group is one of the world's leading manufacturers of automotive parts for both commercial and passenger applications. Our 100% genuine Mitsubishi Electric components are supplied to the independent aftermarket throughout the EMEA region by a network of Approved Distributors.

In this brochure you can find out more about us and our history, as well as the steps we're taking to meet Mitsubishi Electric corporation's sustainable business targets. During 2023 we opened a new distribution centre in the Netherlands to help us better serve our customers by increasing the number of products available from stock and improving delivery times. You can read more about the new facility in this brochure.

For further information about us, please visit our website or send us an email:  
[aftermarket.mitsubishielectric.eu](https://aftermarket.mitsubishielectric.eu)  
[iam@menel.mee.com](mailto:iam@menel.mee.com)



## Celebrating our History, Investing in the Future

Mitsubishi Electric, Automotive Equipment Group – a division of the €30 billion Mitsubishi Electric Corporation – manufacture a wide and varied range of electric and electronic components for the automotive industry.

From power train essential components to electric and hybrid vehicle solutions, Mitsubishi Electric has a long history of product development that's driven the automotive industry forward for approaching 100 years. Today, it is accelerating the journey of discovery that will lead to safer, cleaner and sustainable motoring for the world.

### **OEM in the Aftermarket**

Mitsubishi Electric is an Original Equipment Manufacturer and their components are found under the hood of most of the major automotive marques. Start a car in the morning and its highly likely to be powered by a Mitsubishi Electric starter motor. Switch on the radio or AC and there's a good chance the electricity that's charged the battery has been generated by a Mitsubishi Electric alternator. It is estimated that Mitsubishi Electric has a significant share of the global starter motor and alternator market.

With such a high percentage of the vehicles on the roads of the world containing Mitsubishi Electric components, there is huge demand for replacement parts in the franchised aftermarket and independent aftermarket industries.

### **A Decade of Distribution**

Mitsubishi Electric, Independent Aftermarket Group was established just over a decade ago in 2012. To mark this 10 year milestone, we look at the history of the Independent Aftermarket Group, discuss how the business has grown and share plans for the future.

The Independent Aftermarket Group was initially based in France to supply Mitsubishi Electric OEM components to the independent aftermarket through a network of specialist distributors.

This network of Approved Distributors was small in number yet big on knowledge of Mitsubishi Electric products, the high manufacturing standards for which Mitsubishi Electric is renown and the value it brings to the customer.

Strategically located in key European markets, the Approved Distributor network has grown to provide distribution across the whole of Europe, with market expansion into the wider EMEA region currently being investigated.

As the Approved Distributor network grew, the business also expanded to new locations throughout Europe. The original French office was joined by branches in Germany, Italy and UK, with the Head Office relocated to Netherlands.

### **Investment in the Future**

Q1 2023 saw the opening of a new warehousing and distribution operation based in Almere, close to Amsterdam. This facility will stock over 25,000 items across more than 300-part numbers and provide EMEA distribution from a single location. Increased capacity and improved efficiencies will help to ensure the highest service levels are always delivered to customers.

With the increased capacity, the business will continue to explore new opportunities to widen the range of genuine Mitsubishi Electric products offered to the aftermarket industry, as well as expand into new regions. Over the last few years, operations have begun in Scandinavia and Turkey and the business has also been keen to explore opportunities in the Middle East, Dubai and Africa.

Developing new products and exploring new markets has always been the beating heart of Mitsubishi Electric and is central to the business's growth strategy. Continued investment in Research and Development will enable product design to evolve through innovation in materials and technologies, helping to meet sustainability targets and the businesses' corporate environmental commitments.



# Collaboration with LIS Logistics to Establish a New EMEA Distribution Hub

Increased demand for OEM parts from the Independent Aftermarket across EMEA – along with the success of our ongoing Sales and Marketing strategy – has led to exceptional growth within our Independent Aftermarket Group. This necessitated development of our distribution operations to meet market demands and ensure we continue to offer strong service levels to our customers.

Early in 2023 we began working with LIS Logistics, a leading Dutch warehousing and transport operator. We are delighted to start collaboration with this young and rapidly growing full-service logistics innovator, which sees LIS take over the storage and distribution of our entire range of parts and components for the Independent Aftermarket.

## Improving Service to our Customers

Based in the Netherlands, in a town called Almere, and not far from our offices in Amsterdam, LIS operate from a climate controlled 37,000 square metre warehousing complex. This fully connected facility is managed by the latest intelligent logistics technology, ensuring traceability of goods, from arrival to fulfilment and despatch.

Our entire IAM range is now stored at the LIS warehouse and the increased storage capacity available has enabled us to increase our stockholding accordingly. We can now provide customers with over 35,000 individual items from stock, across our range of OEM alternators, starter motors and allied components. We have also expanded the range of products we

can deliver from stock in excess of 300 individual part numbers, significantly adding to the number of different vehicle models that can be supplied.

LIS also has the capability to support distribution operations with our network. With their own haulage fleet and strategic partnerships with the leading global transport networks, LIS has the capacity to deliver promptly and reliably to our Independent Aftermarket customers.

## Investment in the Future

Investing to improve the service we provide to our customers has been the cornerstone of our growth strategy since the Mitsubishi Electric, Independent Aftermarket Group was established in 2012. The collaboration with LIS continues this commitment and provides us with a dependable and scalable logistics infrastructure, as we look to further expand our product range and explore opportunities in new markets.

With our shared values of maintaining the highest quality standards – LIS are ISO 9001 accredited – and dedication to meeting sustainability targets, our visions are clearly aligned, and we look forward to a successful long-term relationship.

*“Inventory management, product availability and customer satisfaction are all key success factors for our Independent Aftermarket business, and we are very pleased to be able to work closely with LIS Logistics moving forward to support our ongoing operations and business targets.”*

**Rob Noon, Vice President**  
**Mitsubishi Electric Europe, Independent Aftermarket Group**

*“We couldn’t be more thrilled to embark on this partnership with Mitsubishi Electric’s Independent Aftermarket Group. LIS Logistics is truly delighted to join forces with a company that shares our values and dedication to quality and sustainability. Together, we look forward to a journey filled with shared success, innovation, and a deep commitment to exceeding our customers’ expectations.”*

**Jaap Vermeer, CEO**  
**LIS Logistics**



# Setting ourselves challenging targets to create a more sustainable business that changes the world for the better

As a division of one of the world's largest and most renowned electrical manufacturers, we have been at the forefront of innovation since we were founded over 100 years ago.

From the manufacture of starter motors in the 1940s to alternators in the '60s and the launch of the world's first GPS navigation system in the '90s, the history of Mitsubishi Electric is inextricably linked with the growth of an industry that has led to motor vehicles becoming the world's most popular form of transportation.

Today, we recognise our responsibility as a major corporation to continue researching and developing innovative technologies to drive the automotive industry forward while addressing the immediate and undeniable necessity to reduce global carbon emissions. Since 2021, we have set ourselves challenging targets on our path to emissions reduction, which will be achieved by minimising our carbon footprint.

## Environmental Sustainability Vision 2050

*"To protect the air, land and water with our hearts and technologies to sustain a better future for all."*

This statement of intent is an unequivocal declaration of our vision for the future of the business, which will be achieved through the implementation of three key commitments:

To apply diverse technologies in all areas of the business with the objective of solving environmental issues through the promotion of energy-saving products and renewable energy.

The development of new, smaller products and the greater use of recycled materials will lead to a reduction in waste.

To discover and develop business innovations for the wellbeing of future generations through increased collaboration with other businesses and institutions, sharing knowledge and technologies to accelerate discovery and fast-track route to market.

To publicise and share new values and lifestyles by gaining a thorough understanding of customers' and other stakeholders' sustainability challenges and engaging in initiatives that encourage comfortable living that's in harmony with nature.

The Environmental Sustainability Vision 2050 midterm plan is measured, reviewed and refined. It can be read in full [here](#).

## United Nations' Sustainable Development Goals

We are committed to the UN's SDG with many cross-business initiatives aimed at providing practical solutions that achieve long-term social and economic benefits through inclusivity

and sustainability. These include programmes targeting poverty reduction with increased employment opportunities and technological support for the essential agriculture and healthcare industries that feed and look after an ever-growing global population.

In the automotive industry, our safety systems can be found in a significant proportion of the world's cars, helping to ensure transportation is safer for all road users. Above the skies, earth observation satellites our space division manufactured provide the data to help climate scientists monitor natural conditions on Earth.

Our commitment to implementing initiatives that meet the objectives of the SDGs is wide-ranging and includes setting goals for the reduction of greenhouse gas emissions, along with actively promoting quality education, gender equality and empowerment opportunities for women. We are championing clean water and sanitation and advocating affordable and clean energy through sustainable production and consumption, with a stated aim to pursue environmentally conscious practices in all areas of the business.

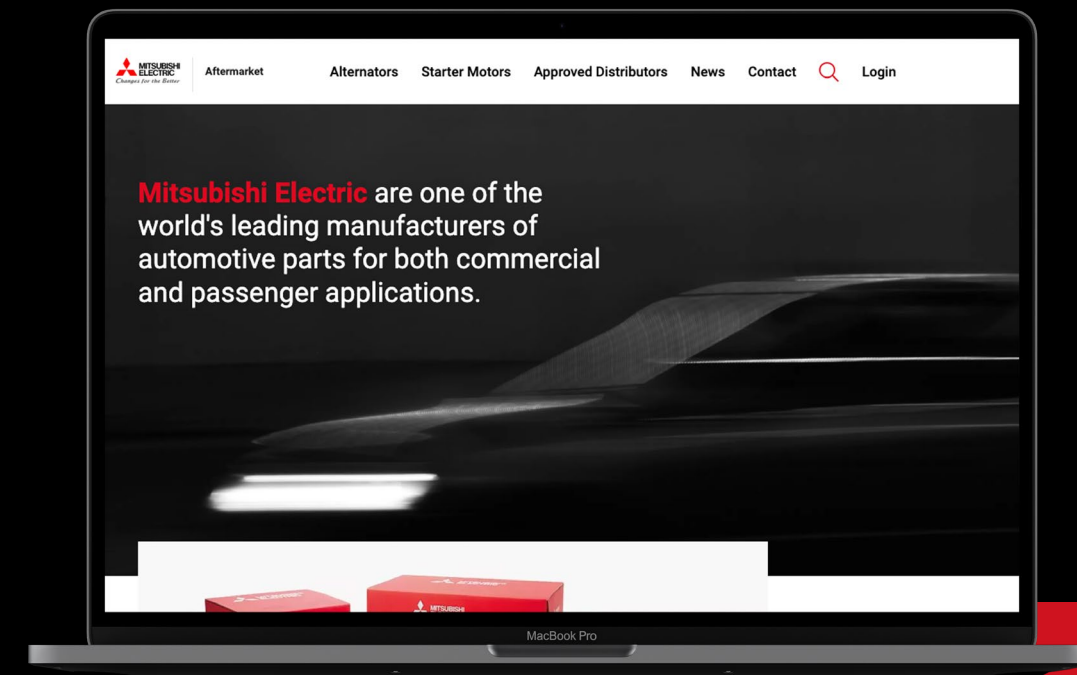
## Partnering for progress

Acknowledging the complexity of global challenges, we actively partner with governments, NGOs, universities and research institutes through our open innovation programmes as we understand that a collective commitment is required to realise a sustainable, inclusive future.



## Approved Distributors

We supply our original parts to the Aftermarket through our Europe wide network of Approved Distributors. This map shows the location of each distributor's head office, giving you the opportunity to order our products wherever you are in EMEA.



## Our Website

### Launched in early 2024, the updated Independent Aftermarket Group website features:

- Product Selector, to help find the component that's right for you
- Interactive Approved Distributors map, to help find the Distributor closest to you
- 360° views of our alternators and starter motors
- Regularly upload blog

If you're an Approved Distributor and have a website account, you will be able to login and access detailed product information and marketing resources.

Visit the website at:  
[aftermarket.mitsubishielectric.eu](https://aftermarket.mitsubishielectric.eu)



**Mitsubishi Electric Europe, Aftermarket**

iam@menel.mee.com | [aftermarket.mitsubishielectric.eu](https://aftermarket.mitsubishielectric.eu)

Follow us on [Linked in](#) | Search ***Mitsubishi Electric Aftermarket***