

PRESS RELEASE

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Mitsubishi Electric establishes European organisation and strengthens its presence in Ireland through Infinity Lifts

Pictured (L-R); Shingo Sawada (Mitsubishi Electric Corporation), Garech McGuinness (Infinity Lifts Ireland) and Fredrik Eliasson (European Regional Headquarters of Mitsubishi Electric Building Solutions).

Four years after acquiring Motum Group, Mitsubishi Electric is taking the next step in its European growth journey by establishing a new regional organisation, European Regional Headquarters of Mitsubishi Electric Building Solutions (European RHQ), to lead and develop the company's elevator, escalator and automatic door business across Europe. Fredrik Eliasson, CEO of Motum Group, has been appointed to lead the new European organisation.



The establishment of European RHQ marks an important milestone in Mitsubishi Electric's long-term ambition to strengthen its presence in the European market. By creating a coordinated regional structure, the company aims to accelerate growth, strengthen collaboration and support the continued development of its elevator business across Europe, combining strong local expertise with Mitsubishi Electric's global technology, resources and quality standards.

As part of this European strategy, Mitsubishi Electric has acquired Infinity Lifts Ireland, an established Irish elevator company. The acquisition strengthens Mitsubishi Electric's presence in Ireland and further supports the development of maintenance, modernisation and new installation services in the market. Mitsubishi Electric already owns Ascension Lifts in Ireland, meaning the group now has two local companies with strong capabilities to sell, install and service Mitsubishi elevators across the Irish market.

Infinity Lifts will continue to operate as an independent company, with the same team, contact details and existing customer and supplier agreements remaining unchanged. The company will retain its strong local identity and close customer relationships, while gaining access to the long-term industrial strength, technology and international expertise of the Mitsubishi Electric Group.

Garech McGuinness, CEO of Infinity Lifts Ireland, comments:

"We are proud to become part of the Mitsubishi Electric Group. This partnership allows us to build on our strong local position while benefiting from Mitsubishi Electric's global capabilities and long-term commitment to the industry. Together, we are creating a solid platform for continued development and for delivering even greater value to our customers in Ireland."

The transaction is expected to be completed in the first half of 2026, subject to the approval of the necessary regulatory authorities and the fulfilment of other customary conditions.

For more information, please contact:

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About Infinity

Infinity Lifts Ireland was founded in 2016 and is headquartered in Ennis, County Clare, Ireland. The company provides lift installation, maintenance, repairs and modernisation, as well as other vertical transportation solutions, and employs approximately 80 people. For more information visit www.infinitylifts.ie

About Motum

Motum is the largest independent elevator and door group in Norway and Sweden, and we are also established in Ireland. We specialise in the installation, modernisation, servicing, and repair of elevators and doors. The group includes Motum Stockholm, Motum Hiss Blekinge, Motum Hiss Skåne, Motum Port, Motum Mitt, Motum Väst, Motum Närke, Roslagens Hiss, Uppsala Lyftservice, Motum AS, Alt Heis, Ascension Lifts, and Infinity Lifts. For more information visit www.motum.se

About Mitsubishi Electric Corporation

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognised world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.” For more information, please visit www.MitsubishiElectric.com

About European Regional Headquarters of Mitsubishi Electric Building Solutions

European Regional Headquarters of Mitsubishi Electric Building Solutions (European RHQ) leads Mitsubishi Electric’s elevator operations across Europe. The organisation brings together the company’s European building solutions activities to strengthen collaboration, share expertise and support growth across markets. European RHQ focuses on developing a strong and competitive European platform by combining local market presence with Mitsubishi Electric’s global technology, innovation and quality standards.