



Amazing Quality

"Even engineers can't believe the curved escalators!"

Named for the English port that once supplied its imported goods, Liverpool department stores sell high-quality merchandise through 44 major stores in Mexico's largest cities. Says Mr. Alonso March, "The company was founded approximately 150 years ago. Today we have stores from Chihuahua in the north to Cancun the south." As Mexico's leading department store chain, Liverpool had very strict demands for its transport systems. "Elevators are like the skeleton of our store. If they don't work we are dead! They are the principal pump by which people arrive at the different floors. They must be safe; they must be comfortable." Liverpool chose Mitsubishi elevators for two reasons: "Quality and price. Mitsubishi is quality." Since installation, Mr. March has been pleasantly surprised by several unforeseen benefits. "I am very happy with the level of service offered by the elevators." Even more surprising is the huge appeal of the spiral escalators in the Santa Fe store. "Another plus is that many people come to Liverpool from Mexico, Central and South America to ride the escalators. Even engineers can't believe the curved escalators! They say the curved stairs are marvelous and amazing. On the elevators, people can board with two or three baby-strollers, and they comment on the size, the speed, the safety and the ventilation." As Mr. March concludes, "It's something special!"



The spiral escalators in Santa Fe are the only ones in Mexico.



Some customers come just to ride the unique escalators.

Mr. Alonso March Mifsut
Director, Liverpool S.A.
Mexico City, Mexico

Melco de Mexico: Supplying Excellence for 25 Years

A subsidiary of Mitsubishi Electric Corporation, Melco de Mexico was established in 1976 and opened its first industrial plant three years later at San Juan del Rio, Queretaro. The plant manufactures advanced technology elevators and escalators, and since 1984, has been exporting units to other South American countries. In the past 25 years, Melco de Mexico has sold more than 2,500 elevator and escalator units to clients that include some of the most prestigious hotels, department stores and companies in Latin America. Its elevators are installed in the Nikko Hotel, Petroleos Mexicanos Tower, Reforma Plus, Palacio de Hierro, while Santa Fe Commercial Center has the only spiral escalators in Mexico. Melco de Mexico has also exported more than 800 complete elevator/escalator units and 1,600 sets of elevator parts to overseas countries.

In addition to high-quality manufacturing, the company is also highly acclaimed for its excellent installation, maintenance and after-sales service.



The plant's test tower is a stylish piece of architecture.



The main administration block at Tlalneantla.



The entrance to Melco de Mexico's plant in San Juan del Rio, Queretaro.



The elevator production line.



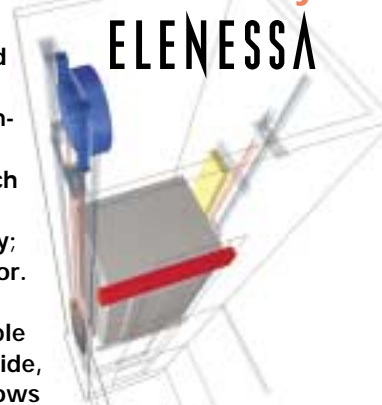
State-of-the-art technology ensures quality.



Some of the factory's skilled staff.

The Evolution of Mitsubishi Quality

Real quality is not a static thing; it keeps moving and evolving. Our new series of Elenessa machine-room-less elevators boasts several industry firsts: such as one of the smallest pit dimensions in the industry; and 1.75m/s speed elevator. In addition, our optimized motor reduces torque ripple for an incredibly smooth ride, the compact hoistway allows architects complete freedom, and universal design principles make controls and indicators simple to use for everyone.



- Saving energy and space
 - High-efficiency transport mechanism
 - Environment-conscious industrial waste treatment
- EFFICIENCY**
- Comfortable, quiet ride
 - Smooth door operation
 - Welfare-awareness / Universal design
- COMFORT**
- Riding and boarding safety
 - Safety in emergencies
 - High reliability
 - Safe service spots
- SAFETY**

Number One for Quality

**Quality
in Motion**

ELEVATORS AND ESCALATORS

www.mitsubishi-elevator.com