



For Immediate Release

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Carrier Launches “Air Conditioning Invention Day” Campaign Across Japan

*Highlighting the 1902 origins of modern air conditioning
and its lasting impact across society and industry*

TOKYO, June 24, 2026 – Carrier will launch a campaign in Japan to highlight the origins of air conditioning technology and its value to society, marking “Air Conditioning Invention Day” on July 17. As summer heat reaches its peak, the campaign will explore the importance of this breakthrough technology—delivering cooling comfort across homes, commercial buildings, healthcare facilities and data centers. It will also share stories about Dr. Willis Carrier, the inventor of modern air conditioning and founder of Carrier, through a series of communication initiatives. [Carrier Japan Corporation](#) is a part of Carrier Global Corporation (NYSE: CARR), global leader in intelligent climate and energy solutions.

“Air Conditioning Invention Day” (July 17) is a commemorative day officially registered by the Japan Anniversary Association in recognition of the historic achievements of Dr. Carrier. In 1902, Dr. Carrier developed an air-cooling system to control humidity and improve print quality at a New York printing plant. On July 17 of that year, he added his initials to the mechanical drawing as a mark of approval—an act widely regarded as the starting point of modern air conditioning technology. This invention has since transformed industries, reshaped urban environments, and enhanced everyday life for more than a century. Today, amid increasingly intense heat and growing climate challenges, air conditioning has become indispensable to modern life.

“Air Conditioning Invention Day provides an opportunity to reflect on our origins and take pride in the invention that defines us, as well as in the value we have created together with society over time,” said Maruyama Mineo, President of Carrier Japan. “Through this campaign, we aim to share its history and significance more broadly, and to build on these insights to create new value, contributing to Carrier’s purpose of *Enhancing the Lives We Live and the World We Share*.”

As part of this campaign, advertisements highlighting the history of air conditioning will be displayed on major commuter railway lines in Tokyo and the Kansai region, including the JR Yamanote Line and the Kita-Osaka Kyuko Railway. Running through late September, the advertisements focus on “July 17, 1902,” the origin of air conditioning and clearly present the historical background of the technology’s birth. By reaching commuters during their daily travel at the height of summer, the campaign seeks to create opportunities to engage with the history of air conditioning and its enduring value.

Additionally, a dedicated “Air Conditioning Invention Day” webpage will be launched on the company’s external website on July 1, with promotion across Carrier Japan’s corporate and social media channels. The page will present the origins and evolution of air conditioning, its impact on daily life and industry and the story of Dr. Willis Carrier, including his connections to Japan, conveying the enduring significance of the innovative technology. Complementing this, related content will be shared across platforms such as X, YouTube and Instagram to extend the campaign’s reach and reinforce its broader message. For more information, visit [Carrier Japan](#).

About Carrier Japan

Carrier Japan provides sustainable solutions integrating energy efficient products for residential, light commercial and industrial customers. Carrier Japan is a part of Carrier Global Corporation (NYSE: CARR), global leader in intelligent climate and energy solutions, committed to creating innovations that bring comfort, safety and sustainability to life. For more information, visit [Carrier HVAC Asia Pacific](#).

Carrier. For the World We Share.

Train Strap Ad Design



JR Yamanote Line, Tokyo



Kita Osaka Kyuko Railway, Osaka



Dedicated Webpage Design