



Technological Development that Provides “Driving Pleasure and Assured Security”s to Customers

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The Kyoto Protocol became effective in February this year, and efforts to prevent global warming thus made a significant stride forward. While the Automobile Recycling Law was enacted in January 2005 in Japan, the shortage of steel has continued since last year. These facts require manufacturers to acknowledge once again the importance of environmental protection and the value of resources and to accelerate improvement of their fundamental technologies and systems.

In January this year, Mitsubishi Motors Corporation (MMC) announced a new corporate philosophy to underpin its revitalization plan: “MMC is dedicated to responsibly providing customers and society with driving pleasure and assured security”. “Driving pleasure and assured security” are not only necessary to realize product DNA in “Sporty DNA, SUV DNA”, but are important keywords at the core of MMC’s product manufacturing to recover customer trust and contribute to society.

We have accumulated technologies that deliver “driving pleasure”. Last year, our globally deployed LANCER EVOLUTION won the “Sports Car of the Year” award in a professional magazine in France, a clear indication of its high evaluation overseas, and the European-produced COLT also won the “Golden Steering Wheel Award” for compact vehicles in Germany last year. Winning this prize in Europe, where emphasis is placed on driving performance as well as on design and utility, is firm evidence that the “driving pleasure” of our most basic product is recognized.

Beginning with the COLT, MMC has developed a new-generation engine series that is lightweight, compact and high performance. MMC will successively launch new 4-cylinder and 6-cylinder models, and deliver “driving pleasure” with the new power plant that boasts both power and environmental performance.

In addition to the engines, MMC will reduce the weight and increase the body rigidity, improve basic functions such as suspension and steering, refine its outstanding 4WD technology and offer comprehensive control of all of these operations. Through these improvements, MMC will offer “driving pleasure” as well as true “dynamic safety” to our customers.

The remarkable results at the Dakar Rally, FIA World Rally Championship (WRC) and other rally fields plus the feedback from these experiences are a great asset. The five successive championships of the Dakar Rally demonstrated the new technologies and know-how of our problem-solving skills. Application of those technologies and expertise to commercial vehicles will help create “driving pleasure” that is unique to MMC. We should offer these together with “assured security” to all our customers, of course, not only to some but

also to females and seniors.

“Assured security” means safety, durability and reliability in the technical aspects, and ease of use and comfort in a broader sense. From a global view, MMC offers one of the longest warranty periods in the business. We will continue to prolong the life of vehicles with improved materials, structures and other means. And longer product life also benefits the environment.

For safety, in addition to the traditional active safety and passive safety, we will continue research and development on damage reduction technology by crash forecasting and on driving support technology with our electronic technology, and will promptly introduce these technologies to our products for our customers’ convenience.

It is also important that customers actually feel the “assured security” not only at emergencies but also in daily usage, such as through leading technologies for automated equipment and devices to prevent error or theft.

We are placing a high importance on ‘assured security’ backed by accumulation of these fundamental technologies so as to provide our customers feeling of security.

We cannot forget the efforts for environmental and energy-related issues in addition to the “driving pleasure and assured security” that are at the heart of our products. For instance, we will continue to develop advanced platforms in consideration of the future fuel-battery vehicles and hybrid vehicles based on our fundamental technologies on lithium ion batteries and high-performance motors.

MMC had been facing a quick succession of its partners in management and technologies in the past several years. However, the automobile technologies are to be developed and shared with global partners, individual companies’ characteristic technologies and the technologies that integrate them into products. We must develop original, focused technologies and integrate them within a limited resource base. This is our direction and we would like to put up new philosophy here, “driving pleasure and assured security”.

Finally, this **MITSUBISHI MOTORS** TECHNICAL REVIEW introduces our past achievements and future prospects to further evolve the direction and technological DNA of MMC. We would be most happy if you could read it carefully to gain an understanding of the direction of our future technologies.

Thank you.