

INTRODUCTION

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## At the forefront of green innovation in industry

Awareness of environmental issues has grown to the extent that people now realize that our very existence is imperiled unless we show proper concern for the environment. Environmental problems not only impact on our everyday lives, but also create a major threat for future generations. What we need to do is shift away from mass production, mass consumption and mass disposal of waste that lie at the root of these problems, and build a society based on a recycling.

Rapid developments are taking place in society and the international community in response to this challenge. For our part, we have made making good products that last a long time a key pillar of corporate policy, and are taking steps to protect the environment in every aspect of our activities--from development and production to the use and recycling of motor vehicles--in an effort to become one of the leading "green" businesses around.

We have traditionally placed a high priority on developing environmentally friendly products, and have endeavored to develop high level fuel efficiency, low emission vehicles that are easy to recycle and consequently have as little impact as possible on the environment.

Of particular importance in this regard are our groundbreaking gasoline direct injection (GDI) engines, which we were the first developed in the world to. Launched in 1996, GDI engines offer outstanding mileage, and they are acclaimed both at home and abroad for their contribution to fight against global warming.

We are actively working to protect the environment throughout our auto business activities, as reflected by the fact that all our passenger car plants were certified as compliant with the ISO14001 environmental management systems standard in 1998. In order to make operations even more environmentally friendly, ready for the needs of the 21st century, which is just around the corner, we also established an Environmental Affairs Department last May, and have restructured and strengthened the Environmental Council, which was set up to coordinate and promote environmental action throughout the company.

Though numerous challenges remain to be addressed, we are doing what we can as an automaker to protect the environment for the benefit of future generations.

This 1999 Environmental Report describes Mitsubishi Motors' efforts to protect the environment. I hope it will provide stakeholders in the company with a better understanding of our activities, and I look forward to receiving any comments readers may have concerning its content.



**Katsuhiko Kawasoe**  
President & CEO

## Harmonizing performance and concern for the environment through R&D

As we stand on the verge of the 21st century, protection of the global environment has become a crucial challenge which must be actively tackled by society and the business community alike. We at Mitsubishi Motors are constantly looking ahead, and show an active concern for the environment in our R&D and production operations and activities designed to contribute to society.

Through our R&D activities, we have come up with all kinds of environmentally friendly technologies that harmonize performance and concern for the environment, a prime example being the GDI engine, which contributes to protection of the environment by emitting less of the greenhouse gas CO<sub>2</sub>. We are in addition pouring resources into researching and developing more environmentally friendly vehicles for use in the future, such as electric and hybrid cars, and natural gas and fuel cell vehicles.

In our production operations, we have embraced the concept of good environmental management, and are constantly working to protect plant environments, conserve energy, and reduce waste. As the impact on the environment of ELV (end of life vehicle) has become a major social problem, we are also working on developing vehicles that can be recycled more easily, and are cooperating with dealers to encourage proper processing of ELV.

It is our hope that this report will provide a broad readership with a better understanding of steps being taken at Mitsubishi Motors to conserve the environment, and thereby serve to deepen the level of understanding between you, the reader, and ourselves.

We will continue to press ahead with our efforts to protect the environment, and look forward to receiving any comments our readers may be able to offer to make our activities more environmentally friendly.



**Satoru Toyama**  
Environmental Officer &  
Executive Vice President