

Social and Environmental Report 2008



MITSUBISHI MOTORS CORPORATION



Drive@earth



Corporate Philosophy (formulated in January 2005)

“We are committed to providing the utmost driving pleasure and safety for our valued customers and our community. On these commitments we will never compromise. This is the Mitsubishi Motors way.”

Customer-centric approach

Mitsubishi Motors will give the highest priority to earning the satisfaction of its customers, and by doing so, become a company that enjoys the trust and confidence of the community at large. To this end, Mitsubishi Motors will strive its utmost to tackle environmental issues, to raise the level of passenger and road safety and to address other issues of concern to car owners and the general public.

A clear direction for the development and manufacturing of Mitsubishi Motors vehicles

The cars that Mitsubishi Motors will manufacture will embody two major concepts: “driving pleasure” and “safety.” Mitsubishi Motors will manufacture cars that deliver superior driving performance and superior levels of safety and durability, and as such, those who use them will enjoy peace of mind.

Going the extra mile

Mitsubishi Motors will pay close attention to even the smallest details in the belief that this approach will lead customers to discover new value in their cars, giving them a richer and more rewarding driving experience.

Importance of continuity

Mitsubishi Motors will continue to manufacture distinctive cars with the passion and conviction to overcome all challenges.

Corporate Tagline (formulated in June 2008)

Drive@earth

Mitsubishi Motors corporate tagline “Drive@earth” holds two meanings

First, Drive@earth means that automobiles connect us to the world. Mitsubishi's 4WD legacy has catapulted a generation of drivers to every corner of the earth, from desert dunes to city streets. Rally-tested toughness, performance and reliability make Mitsubishi Motors a trusted name on five continents.

Second, Drive@earth means that no enterprise — automotive or otherwise — makes sense without the context of a healthy planet, and that MMC vehicles are designed to represent a synergy between dynamic and environmental performance.

Mitsubishi vehicles forge a connection to customers, to communities, and ultimately to the natural world around us.

Mitsubishi Motors Social and Environmental Report 2008

Note to Readers

Mitsubishi Motors Corp. (MMC) published an environmental sustainability report for six years from its inaugural publication in September 1999 through 2004. In 2005, the title was changed to the Mitsubishi Motors Social and Environmental Report to reflect a sharper focus on the reporting of matters related to the social aspects of MMC's activities.

The aim of this report is to provide all stakeholders with a full and honest account of MMC's environmental and social activities, and to deepen stakeholders understanding of MMC's initiatives in these areas.

Scope of Report

- Social and environmental activities: MMC in Japan
(Note: The report also includes the activities of some MMC affiliates both in Japan and overseas)
- Corporate data: MMC, consolidated subsidiaries and affiliates

Reporting Period

- Fiscal 2007 (FY2007: April 1, 2007-March 31, 2008)
(Note: The report also includes some recent information from April 2008 onward)

Publication Date

- September 2008 (last published September 2007)


Coordination with Website Content

Creating an easy-to-read report was a key consideration in compiling the Mitsubishi Motors Social and Environmental Report 2008. For this reason, certain content previously printed in the report through last year is now included on the MMC website.

At Mitsubishi Motors, we recognize the importance of consistent environmental and social reporting, which is why we intend to make a more robust range of data available on our corporate website. We invite all of our readers to take full advantage of what the website has to offer. See page 62 of this report for an overview of the website, and refer to the specific Web addresses on pages throughout the report for more detailed information on the topics listed.

Please also refer to:

- Web-based information on MMC's social and environmental activities

 <http://www.mitsubishi-motors.com/corporate/environment/e/index.html>

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