

Mitsubishi Group Philosophy—Three Corporate Principles



Corporate Responsibility to Society “Shoki Hoko”

Strive to enrich society, both materially and spiritually, while contributing towards the preservation of the global environment.

Integrity and Fairness “Shoji Komei”

Maintain principles of transparency and openness, conducting business with integrity and fairness.

International Understanding through Trade “Ritsugyo Boeki”

Expand business, based on an all-encompassing global perspective.

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On the Cover

Launched first in the North American market in March 2007, the new *Lancer* is based on the product concept of creating a global sporty sedan that delivers high and well-balanced levels of safety, comfort and environmental performance. In August, this model made its debut in Japan as the *Galant Fortis*, and has been followed by successive roll-outs worldwide.

The new *Lancer* offers quality handling and response, as well as the kind of driving experience that defines the Mitsubishi Motors brand. Its balanced, sophisticated and sharp design immediately identifies it as a Mitsubishi Motors sedan and expresses a feeling of purposefulness and stability.

Forward-looking Statements

This annual report contains forward-looking statements about Mitsubishi Motors Corporation’s plans, strategies, beliefs and performance. These forward-looking statements are based on current expectations, estimates, forecasts and projections about the industries in which Mitsubishi Motors Corporation (MMC) operates, as well as management’s beliefs and assumptions. These expectations, estimates, forecasts and projections are subject to a number of risks and uncertainties that may cause actual results to differ materially from those projected. Mitsubishi Motors Corporation, therefore, cautions readers not to place undue reliance on forward-looking statements. Furthermore, Mitsubishi Motors Corporation undertakes no obligation to update any forward-looking statements as a result of new information, future events or other developments.

Mitsubishi Motors Corporate Philosophy

“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

Mitsubishi Motors will manufacture cars that deliver superior driving performance and superior levels of safety and durability to give peace of mind to those who use them, and to provide “utmost driving pleasure” and “reassuring safety” to customers.

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.