

# Quality

Measures to improve quality are a top priority of the Mitsubishi Motors Revitalization Plan. Strict risk management and quality check activities are being implemented at the product development and production stages. Meanwhile, we are developing structures that enable us to rapidly obtain feedback on vehicle issues and customer complaints. This allows us to adopt effective post-market measures and respond swiftly to quality issues.

## Rapidly Incorporating Customer Views Into Quality

In October 2006, MMC conducted some structural reforms to improve quality. The company consolidated all operations regarding after-sales services into the Quality Affairs & Technical After-sales Service Group Headquarters to build a framework which would make after-sales responsible for quality issues, and customer feedback.

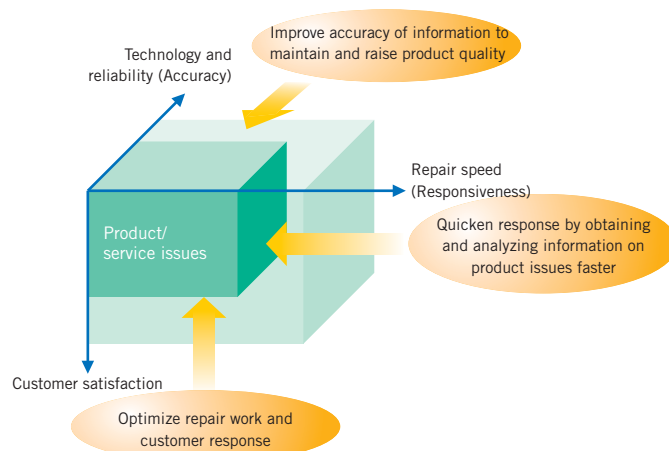
MMC aims to respond more effectively and rapidly to the following priorities: decision-making on post-market measures; communicating extensively with customers about replacements and repairs of their vehicles' parts; and reflecting customer quality needs in product development.

Maintaining the quality of parts and supplies in the distribution stage is also essential for offering high-quality after-sales services. To this end, the

Quality Affairs and Technical Aftersales Service Group Headquarters incorporate the development of parts and supplies and their delivery to sales companies and repair shops as a part of after-sales services into its structure.

Furthermore, in October 2006, MMC completed the nationwide deployment of a new quality management information system called SQM (Strategic Quality Management) at sales companies. SQM is designed to accelerate quality improvements by sharing customer feedback on vehicle issues with sales companies in real time, augmenting the database used to analyze data related to vehicle issues, and expediting statistical analyses in investigating the causes of these issues. By integrating the management of all services and quality information, including repairs and guarantees, MMC will be able to analyze volumes of data, while giving sales companies access to information on best service practices, improving the accuracy of repair estimates and much more. In this manner, significant benefits can be expected from the integrated management of such information in terms of enhancing and standardizing the quality of service nationwide.

### Objectives and aims of new quality management information system



Furthermore, in 2007, MMC is extending the SQM system to overseas distributors to step up the extensive collection and analysis of customer information from overseas.

### Aiming for Further Quality Improvements

In 2001, MMC introduced MMDS (Mitsubishi Motors Development System), a comprehensive quality management system designed to ensure and continually enhance quality at each stage, from product development to production and sales. Under MMDS, MMC has established quality standards that must be met at each of seven “quality gates.” Efforts will now focus on continually upgrading those quality standards.

Under the Mitsubishi Motors Revitalization Plan, MMC has successively launched new models. With every new model, MMC has received fewer post-sales customer complaints regarding quality. We view this achievement as a direct result of MMDS. Also highlighting the benefits of our quality improvement initiatives, the *i* minicar tied for first place in the 2006 Japan Mini-Car Initial Quality Study (IQS) conducted by J.D. Power Asia Pacific, Inc.\*

MMC will pursue further improvements in quality control at the product development and production stages. This is imperative because the product development and production industries are undergoing changes every day, brought about by the digitization

of development processes and other trends. Therefore, it is also imperative to promote quality improvement activities in cooperation with our suppliers. Moreover, to meet the customers’ rising expectations on cars, beyond the basic functions of driving, turning and braking, automakers must make extra efforts in terms of better instruments, better paint finishes and much more. The product liability of automakers is also rapidly expanding in scope. The main focus of MMDS has so far been to broadly cover all conceivable risks. Going forward, MMDS will further emphasize quality improvement in line with constantly shifting customer needs.

With regard to quality control in the context of the Mitsubishi Motors Revitalization Plan, MMC has been trying to identify every conceivable issue and make far-reaching improvements with respect to each, with the overriding goal of regaining the trust of customers as quickly as possible. MMC has worked in particular to establish internal procedures in which market measures such as recalls are transparent and can be executed quickly.

In these changing times, quality control requirements are becoming increasingly sophisticated by the day. MMC will thus continue to enhance quality improvement measures.

\*Refer to page 15 for source.

### MMDS (Mitsubishi Motors Development System)

