

## Feature 3: Formulation of a New Vision and Mission

**In the aim of being a company that society considers necessary, we have formulated a new corporate vision and mission to serve as common guiding principles for the people of the Mitsubishi Motors Group as we look toward the future.**

Mitsubishi Motors established its corporate philosophy in 2005. Since then, both the Company and the external environment have undergone significant changes. Against this backdrop, our ambition is to rebuild trust and be a company that society needs. At the same time, we believe that all the people working for Mitsubishi Motors should be aligned under a common vision and work together as they look toward the future. To this end, we have developed the new corporate vision and mission to serve as guiding principles.

The vision and mission define the Company's most important philosophy: the values that we intend to

deliver to customers and society and the society that we intend to create. We also formulated the MMC Way, which are the standards of behavior that will turn the vision and mission into reality. In addition, in April 2018 we created the Global Code of Conduct. All corporate officers and employees must respect this code, which replaced the former corporate ethical guidelines. We are enhancing our efforts to cultivate understanding of all members of the team, enabling them to share the same approach and be aligned toward a common goal.



**Create a vibrant society  
by realizing the potential  
of mobility**

**VISION**

**MISSION**

- 1. Provide new experiences for our customers with creative products and service excellence**
- 2. Make positive contributions to the sustainable development of our society**
- 3. Act sincerely as a trusted company**
- 4. Enhance stakeholder value by leveraging the Alliance**