

**We have unveiled a new brand strategy and tagline, "Drive Your Ambition." The new tagline describes the direction of the Company and is a clear statement of our commitment to vehicle manufacturing.**

The newly formulated brand tagline, "Drive Your Ambition," is the first Mitsubishi Motors has formulated in 10 years.

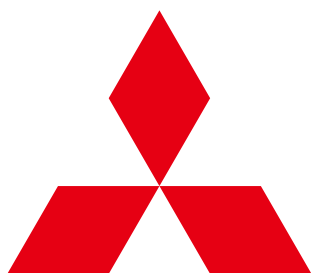
"Drive Your Ambition" describes the direction of the Company.

Motorized society is entering a new period of reform that will make society safer, more secure and more convenient than ever before. To welcome this new era, Mitsubishi Motors will hone the technologies it has accumulated to date and provide new value to take the lead in a new era and usher in a bountiful motorized society.

The new value we provide will introduce altogether new experiences to our customers. We aim to continue facilitating a greater scope of activity for our customers and enable them to take on a host of new challenges.

"Drive your Ambition" also embodies a commitment from us. Our major ambition will generate products and services that are original and have a sense of presence, enabling us to grow along with customers around the world.

### Communication Mark



**MITSUBISHI  
MOTORS**

**Drive your Ambition**

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As a global tagline, Drive your Ambition functions as the center or kernel of the Mitsubishi Motors brand. Starting in October 2017, it has been displayed in association with the Mitsubishi Motors corporate mark in advertisement and promotional communications.

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