

# Efforts to Provide Products That Offer Safety and Security

## Delivering Products which Help Prevent Traffic Accidents

As an automaker, Mitsubishi Motors is aware of its responsibility towards traffic safety. Accordingly, we have defined "Delivering products which help prevent traffic accidents" as a material issue in our sustainability activities.

Approximately 1.35 million people are lost in traffic accidents worldwide every year\* As vehicle ownership increases in emerging countries in particular, traffic accident fatalities are also on the rise. Reducing the number of traffic accidents is an urgent matter globally. A new target was adopted for Target 3.6 of the Sustainable Development Goals (SDGs) at the 74th UN General Assembly in 2020. This target calls for halving the number of global deaths and injuries from road traffic accidents between 2021 and 2030.

Mitsubishi Motors is upholding a safety philosophy towards a car society with zero traffic accidents. To this end, we are taking action from two perspectives: developing and disseminating safety technologies and promoting traffic safety education.

\*2018 World Health Organization (WHO) survey

## Improvement of Product, Sales, and Service Quality

Based on our quality policy, which we updated in April 2019, we are taking measures to improve quality in four categories: product quality, perceived quality, sales quality, and service quality. Our aim is to enhance quality in all stages from when a customer first considers pur-

chasing a product through the vehicle ownership period.

Product quality includes the initial quality that customers experience immediately after purchasing a new car, and durability that customers experience throughout the entire period of use and so we sincerely take various problems arising in the market and listen to the opinions of customers so that we can promptly make improvements.

In addition, we are working to improve perceived quality in terms of aspects such as the usability, comfort, and appearance that customers perceive when they observe, feel, and use our products.

With regard to sales quality and service quality demonstrated at sales companies, we listen closely to customers and make timely proposals and responses to customer requests to achieve high levels of customer satisfaction.

We strive to achieve the highest levels of quality from the customer's viewpoint so that we can achieve customer satisfaction during every point of contact with customers.

### Quality Policy

Quality is the fundamental requirement to support our business.

1. Commit to excellence in Product, Sales, and Service  
Quality exceeding customer expectations
2. Focus on Quality of Management to continuously improve overall company performance.
3. Comply with laws and global regulations to gain trust on MMC quality.

# Contribution to Local Economy through Business Activities

Mitsubishi Motors has been developing business in the ASEAN region since prior to the rise of motorization, and we have grown up alongside these countries while developing close ties with the region based on the idea that "regional development" is "Mitsubishi Motors development."

By working to resolve social issues in region where we have conducted business for many years and growing together, we invigorate the community, cultivate markets, ascertain consumer needs, and strengthen corporate brand power. In these ways, we believe we can simultaneously achieve regional development and our own development. Our current medium-term business plan, "Small but Beautiful,"

calls for the concentration of management resources on the ASEAN region—a core area of business—and providing the products of choice for customers that they need in order to achieve further growth. In line with the materiality issue of "contribution to the local economy through business activities," we are taking part in initiatives aimed at contributing to local economies through employment, human resource development, investment, technology transfer and export by developing business in the ASEAN region.

In addition, by responding to social needs unique to the ASEAN region we leverage our distinctive technologies and services in the areas of environmental and social contribution.