



MITSUBISHI Philosophy System

Our company's corporate activities are based on the "Three Principles," which are positioned as the basic principles common to the Mitsubishi Group. The "MMC WAY" describes the attitudes and actions that each and every executive and employee should have and take. In addition, we aim to fulfill our "Mission" and realize our "Vision" by practicing the "Global Code of Conduct," which all executives and employees are required to follow.

We contribute to the realization of a sustainable society while deepening mutual understanding through dialogue with various stakeholders through business activities in each country and region centered on familiar products such as cars.



For details, please refer to the Sustainability Report

- ▶ Vision & Mission
- ▶ MMC WAY
- ▶ Global Code of Conduct

Vision & Mission

Mitsubishi Motors has formulated our corporate vision and mission to serve as common guiding principles for the employees of the Mitsubishi Motors Group as we look toward the future. The automobile industry is in a period of major change, and our business environment is also undergoing substantial changes. Under these circumstances, the Vision (the society we want to create) and Mission (how to realize the vision) specify how we become more proactive to exert a positive influence on society.



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

Create a vibrant society
by realizing the potential
of mobility

VISION