

## **MITSUBISHI MOTORS Hosts World Debuts Of Small Electric SUV Concept Car at 46<sup>th</sup> Tokyo Motor Show 2019**

**Tokyo, September 18, 2019** – MITSUBISHI MOTORS CORPORATION (MMC) will make its small plug-in hybrid electric SUV concept car world debut at the 46<sup>th</sup> Tokyo Motor Show 2019, which opens its doors to the public from October 24 to November 4, 2019.

Embodying the values of MMC's brand message "Drive your Ambition"<sup>\*1</sup>, the small electric SUV concept car pulls together the company's electrification and all-wheel drive control expertise and technologies.

Under the concept of "An electric SUV that delivers unparalleled driving pleasure and confidence over all terrain in light and wind", MMC will propose new values which combine SUV, PHEV and 4WD: The car will have a downsized, lower-weight plug-in hybrid EV (PHEV) drivetrain, as well as an electric 4WD system.

MITSUBISHI MOTORS delivers a new kind of driving experience that an electric SUV realizes; one that offers reassurance and safety in everyday driving about town, while allowing drivers of all abilities to confidently push further over the unmade or rough road surfaces when engaging in outdoor activities.



MMC has set up special web site at the following URL to provide a variety of information about its exhibits at Tokyo Motor Show 2019:

English:  
<https://www.mitsubishi-motors.com/en/innovation/motorshow/2019/tms2019/>

<sup>\*1</sup>: "Drive your Ambition" tagline – a combination of personal drive and forward attitude, and a reflection of the constant dialogue between the brand and its customers.

**About MITSUBISHI MOTORS**

MITSUBISHI MOTORS CORPORATION is a global automobile company based in Tokyo, Japan, which has a competitive edge in SUVs and pickup trucks, electric and plug-in hybrid electric vehicles.

Since the Mitsubishi group produced its first car more than a century ago, we have demonstrated an ambitious and often disruptive approach, developing new vehicle genres and pioneering cutting-edge technologies. Deeply rooted in MITSUBISHI MOTORS' DNA, our brand strategy will appeal to ambitious drivers, willing to challenge conventional wisdom and ready to embrace change. Consistent with this mindset, MITSUBISHI MOTORS introduced its new brand strategy in 2017, expressed in its "Drive your Ambition" tagline – a combination of personal drive and forward attitude, and a reflection of the constant dialogue between the brand and its customers. Today MITSUBISHI MOTORS is committed to continuous investment in innovative new technologies, attractive design and product development, bringing exciting and authentic new vehicles to customers around the world.

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