

All-New Triton Wins 2024-2025 Japan Car of the Year Design Award

Tokyo, December 6, 2024 – Mitsubishi Motors Corporation (hereafter, Mitsubishi Motors) announced that the all-new Triton one-ton pickup truck has won the Design Car of the Year, awarded to car with excellent exterior and interior design, at the 2024-2025 Japan Car of the Year awards¹. This is the second time that Mitsubishi Motors has received this award, following last year's recognition for the Delica Mini super height-wagon kei-car².



All-new Triton



2024-2025 JAPAN CAR OF THE YEAR
Design Award

JAPAN CAR OF THE YEAR Organizing Committee

In awarding the Design Car of the Year, the organizing committee commended Mitsubishi Motors for giving its signature 4WD a rugged yet inspiring design that encourages customers to explore a new lifestyle. The Triton was also recognized for its robust form that harmonizes with the bold Dynamic Shield front-end design, as well as its well-balanced proportions despite being a double cab.

Based on the "Beast Mode" design concept, the all-new Triton embodies the toughness and power expected of a pickup truck. It boasts an imposing look, expressing robustness as well as agility. The Dynamic Shield front design concept, which expresses both powerful performance and a sense of protection, is optimized for a pickup truck by combining robust, three-dimensional front grille with powerful fenders and protectors that emphasize its shape.

Inside, the instrument panel has been designed with the Horizontal Axis concept, featuring a strong, horizontally-themed design that allows drivers to easily notice changes in the vehicle's posture while driving. With a nod to professional use, soft pads have been incorporated in key areas to protect passengers, while geometric shapes and metallic elements create a high-contrast, modern space. The switches are designed to be clearly visible, and the dials and switches can be operated even while wearing gloves. Following the Mitsubishi Touch approach, the steering wheel, grips and door handles are designed with a focus on grip comfort and sturdiness.

The Triton is a one-ton pickup truck that traces its roots back to the Forte, originally released in 1978. Since then, about 5.7 million units have been produced over five generations and sold in approximately 150 countries around the world, making it Mitsubishi Motors' global strategic model.

Developed under the product concept of "Power for Adventure," the all-new Triton features a complete overhaul of everything from the interior and exterior design to the chassis, ladder frame, and engine. It was first launched in Thailand – where its production plant is located – in July 2023 and introduced in Japan in February 2024. The all-new Triton is being rolled out sequentially in some 100 countries worldwide. In addition to commercial use, this distinctively Mitsubishi one-ton pickup truck caters to customers' adventurous spirit, opening up the possibilities for water sports, winter sports, and outdoor activities.

About the 2024-2025 Japan Car of the Year

The awards of the 45th Japan Car of the Year were given to models which premiered or started sales in the Japanese market from November 1, 2023, to October 31, 2024. The 10 Best Cars were selected on November 6, and after the 10 Best test drive on November 26, the jury voted for each award. The results were announced on December 5, and winners were selected for the 2024-2025 Japan Car of the Year, Import Car of the Year, Design Car of the Year, and Technology Car of the Year.

1. Held by the Car of the Year Japan steering committee
2. Kei-car is a vehicle category in Japan for microcars.

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About Mitsubishi Motors

Mitsubishi Motors Corporation (TSE:7211) – a member of the Alliance with Renault and Nissan – is a global automobile company based in Tokyo, Japan, which has about 28,000 employees and a global footprint with production facilities in Japan and the ASEAN region. Mitsubishi Motors has a competitive edge in SUVs, pickup trucks and plug-in hybrid electric vehicles, and appeals to ambitious drivers willing to challenge convention and embrace innovation. Since the production of our first vehicle more than a century ago, Mitsubishi Motors has been a leader in electrification – launched the i-MiEV, the world's first mass-produced electric vehicle in 2009, followed by the Outlander PHEV, the world's first plug-in hybrid electric SUV in 2013. With a target of increasing the sales ratio of electrified vehicles to 100% by 2035, Mitsubishi Motors will deliver models that embody Mitsubishi Motors-ness and contribute to the realization of a carbon-neutral society.

For more information on Mitsubishi Motors, please visit the company's website at <https://www.mitsubishi-motors.com/en/>