

# Intellectual Property

## Policies and Approach

The MITSUBISHI MOTORS Group is working to further refine the reliability and drivability technologies it has cultivated over the years while striving to deliver distinctive and impactful products that offer new value leading the times. To achieve this, we are engaged in the creation of various innovative technologies and in intellectual property activities to protect and leverage these technologies.

In the field of patents, we formulate and implement filing strategies focused on priority technology areas defined under the Mid-Term Business Plan “Challenge 2025,” in order to maximize effectiveness with limited resources. Specifically, we position electrification technology, four-wheel control technology, durability and reliability technology, and comfortability technology—as technologies that realize Mitsubishi Motors’ uniqueness of “Eco-friendly × Safety Technology, Peace of Mind and Comfort”—as core technologies. Together with safety technology, which forms the foundation of all technologies, we are promoting activities to protect and utilize intellectual property in these five fields. In the field of design, the Intellectual Property Department works closely with the Design Division to formulate and implement filing strategies that actively protect design elements expressing Mitsubishi Motors’ uniqueness—such as the “DYNAMIC SHIELD” front design and the “HEXAGUARD HORIZON” rear design. Furthermore, for UX and UI elements such as navigation and displays, we seek to protect our rights through a combination of design patents and utility patents as part of an intellectual property mix. By continuously implementing planned rights acquisition, we are strengthening our intellectual capital and contributing to enhanced profitability.

## Promotion Structure and Key Initiatives

Under the Mid-Term Business Plan “Challenge 2025,” we have established a structure in which the Intellectual Property Department plays a central role in planning and executing IP strategies in close collaboration with the Development, Design, and Product Strategy Divisions. By executing intellectual property management that contributes to brand enhancement, and strategically acquiring, protecting, and utilizing patents, designs, and trademarks in Japan and overseas to maximize the effectiveness of investments, we are linking intellectual property to the creation of corporate value.

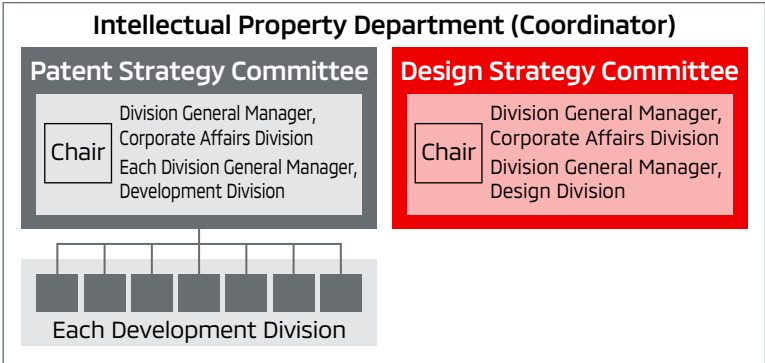
At MITSUBISHI MOTORS, the Division General Manager of the Corporate Affairs Division, to which the Intellectual Property Department belongs, serves as chair of both the “Patent Strategy Committee” and the “Design Strategy Committee,” ensuring a balanced approach that reflects not only the perspectives of development and design strategies but also the broader corporate perspective.

The Patent Strategy Committee, chaired by the Division General Managers of each Development Division and the Corporate Affairs Division, has been held quarterly since April 2021. Attendance by key personnel (managers) selected from each unit within the Development Division is mandatory. In addition to proposing and approving filing strategies, the committee works on formulating technology strategies that embody Mitsubishi Motors’ uniqueness, including analysis of competitors’ patent trends.

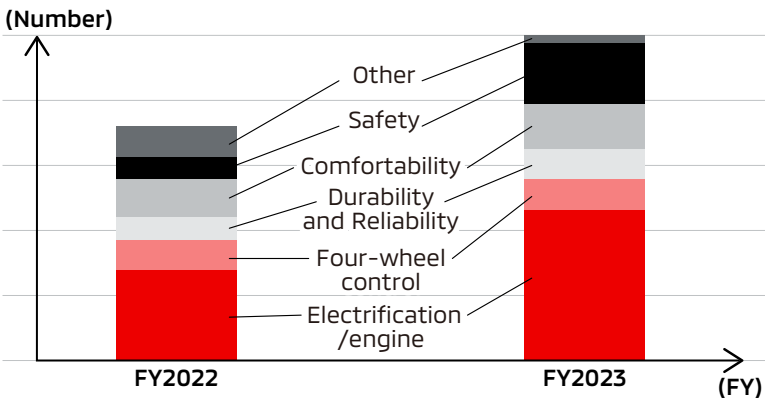
The Design Strategy Committee, chaired by the Division General Managers of the Design Division and the Corporate Affairs Division, has been held regularly since April 2022. In this committee, efforts are focused on developing intellectual property strategies aligned with design strategies to ensure

comprehensive protection of interior and exterior designs that embody Mitsubishi Motors’ uniqueness as envisioned by the Design Division.

### Intellectual Property Protection Structure



### Number of Patent Applications by Priority Technological Field



## Examples of Other Initiatives

### Trademarks

We are working to protect trademark rights not only for model names used in the real world but also with a view toward trademark use in virtual spaces such as the metaverse and virtual reality.

### Countermeasures Against Counterfeit Products

In addition to cracking down on suspected counterfeit products, we alert customers via our website to use only genuine products. We also collaborate with related industry associations to engage with government authorities in Japan and overseas.

### Merchandising

As part of our branding activities, the Intellectual Property Department oversees the merchandising of our vehicles in toys and games to enhance recognition of MITSUBISHI MOTORS vehicles among a wide range of consumers.

### Employee Remuneration

We strengthen incentives for the creation of intellectual property by promptly rewarding patent inventions and design creations that have received external recognition or contributed to sales.

## Respect for Intellectual Property (Employee Training)

We conduct employee training on patents, designs, trademarks, and copyrights through group training sessions and e-learning programs to foster awareness of respecting not only our own intellectual property but also that of other companies. In addition, upon request from individual departments, we provide customized training tailored to their specific needs. We also regularly share updates on intellectual property and technology-related topics with Members of the Board to further raise awareness of intellectual property across the organization.

### Major Training Programs (FY2024)

Training content	Target participants
Introductory Patent Course (e-learning)	All employees (based on departmental discretion)
Design Course (e-learning)	
Introductory Trademark Course (e-learning)	
Introductory Copyright Course (e-learning)	All employees