

Pursuing "MITSUBISHI MOTORS' Uniqueness"

The automotive industry is seeing changes on a scale said to occur only once in 100 years. Against this backdrop, we believe it is essential for MITSUBISHI MOTORS to demonstrate its raison d'être through its business activities to customers and society as a whole. To achieve this, we must continue to deliver value by maintaining sophisticated technologies and bringing valuable products and services to society.

The Company provides customers with a rich mobility lifestyle that awakens a sense of adventure through reliability backed by "Environment x Safety, Security and Comfort," which protect the global environment and important people.

A PHEV That Expresses "MITSUBISHI MOTORS' Uniqueness"

We embarked on the development of electrification technologies in 1964. In 2009, we launched the "i-MiEV," the first mass-produced electric vehicle (EV) in the Kei-car segment, and 2013 marked the launch of "Outlander PHEV," a plug-in hybrid electric vehicle (PHEV). Our electrification technology, which was expected to be a solution to the social issues such as air pollution and energy conservation, is now expected as a solution to the global warming.

The background to the development of PHEVs harks back to the time immediately after the Great East Japan Earthquake of March 2011. Although automotive fuel was in short supply, electricity was restored relatively quickly, so we provided approximately 100 units of "i-MiEVs" to disaster-stricken areas and received strong requests to use the electricity stored in drive batteries.

In order to respond to these voices, we focused our efforts on developing the PHEV. Our PHEV addressed one of the issues that EVs had faced, namely to "extend the cruising range." It also had a power supply function, which enables users to tap electricity from an electrical outlet inside the car, and used S-AWC*1 to provide a stable ride, resulting in secure mobility.

By continuing to provide electrified vehicles with value that is distinctively MITSUBISHI MOTORS through the combination of our electrification and advanced safety technologies with a penchant for comfortable performance, we intend to make contribution to the environment through electrified vehicles adoption and provide safety, security and comfort to our customers.

*1: S-AWC: Super-All Wheel Control system which dramatically improves vehicle maneuverability and stability

Contributing to the Environment

In 2013, in Japan we launched the "Outlander PHEV," which became the world's first PHEV sport-utility vehicle. Globally, its cumulative sales now exceed 300,000 units*2.

In the ASEAN region, where thermal-fired power generation is common, we believe PHEV/Hybrid Vehicles (HEVs) currently produce less CO₂ emissions than EVs from an LCA*3 perspective. We, therefore, plan to address this reality by rolling out electrified vehicles optimal for the power generation conditions in each ASEAN country.

Meanwhile, we are using the "MINICAB-MiEV," a Kei-car segment commercial battery electric vehicle, for demonstration projects with various partners in Japan, Thailand and Indonesia. We are aiming to build a carbon neutral society through a new business model.

*2 As of January 2022

*3 LCA: Life cycle assessment, which is a technique for calculating the total environment impact of a product from manufacturing to disposal



"MINICAB-MiEVs," Kei-car segment commercial battery electric vehicles, being used in a pilot study (Indonesia)

Safety and Security from an SUV User's Perspective

The All-New "Outlander PHEV model" has been selected by 'TOKUMUKIKAN NERV' (Gehirn Inc.), an operator of disaster response application, as a disaster response vehicle which dispatches information in case of an emergency such as natural disaster.

The vehicle is designed to sustain an ongoing flow of distributing disaster-fighting information, as well as to support nearby municipalities, in the event that disasters lead to long-term power outages and disrupted communication networks. The vehicle earns high marks for its mobility, safety performance, environmental performance and power-supply functions, which are essential for activities in disaster-stricken areas.

Evolved PHEV and S-AWS Systems

The All-New "Outlander PHEV model" is a flagship model that brings together essence of our electrification and four-wheel control technologies and utilizes a newly developed platform and advanced technologies.

The PHEV system has been revamped from the previous model, with increased output from the front and rear motors and the evolution of S-AWC, a vehicle motion integrated control system based on twin motor 4WD, enabling handling that is unexpectedly nimble for an SUV.

This model received the Technology Car of the Year Award of the 2021-2022 Japan Car of the Year*4 awards.

*4 Organized by the Japan Car of the Year Steering Committee



All-New "Outlander PHEV model"