

## **Mitsubishi Motors Achieves Record Sales in Mexico for the Fifth Consecutive Year**

**Tokyo, April 21, 2026** – Mitsubishi Motors Corporation (hereafter, Mitsubishi Motors) announced that its retail sales in Mexico for fiscal year 2025\* reached an all-time high for the fifth consecutive year, driven by the successful introduction of new models.



Xforce (Outlander Sport in Mexico)

Automotive demand in Mexico has continued to expand in the period following the COVID-19 pandemic. Against this backdrop of steady market growth, Mitsubishi Motors posted strong sales performance supported by the launch of new models. While overall industry demand in fiscal year 2025 also increased by approximately 1% year-on-year, Mitsubishi Motors' sales rose by 16% year-on-year to 29,506 units, achieving double-digit growth. This increase was mainly driven by the sales momentum of the compact SUV Xforce, marketed locally as the Outlander Sport, which recorded a substantial increase compared to the previous year.

The Xforce, introduced to the Mexican market in August 2024, is a five-passenger compact SUV developed under the concept "Best-suited buddy for an exciting life." Following its market launch in Indonesia in November 2023, the model has been rolled out across ASEAN countries as well as Latin America, Africa, and the Middle East, becoming one of Mitsubishi Motors' key global strategic models. Featuring a stylish yet powerful authentic SUV design, the Xforce offers a compact and easy-to-handle body size while providing a spacious and comfortable cabin for five passengers. These attributes have been well received by customers in Mexico.

In addition, Mitsubishi Motors' core models – the one-ton pickup truck Triton (marketed locally as the L200) and the Outlander, which was launched in February this year – have also been highly rated by the market and contributed significantly to sales growth in fiscal year 2025.

"Our strong sales performance in the Mexican market demonstrates that our new model launches are successfully resonating with customers," said Kyoya Igarashi, representative executive officer and executive vice president of sales at Mitsubishi Motors. "We will continue to provide products and services that closely align with regional needs, striving to ensure that even more customers choose Mitsubishi Motors."

Mitsubishi Motors will continue to strengthen its sales network and enhance its lineup in Mexico, a market with solid growth potential. Through ongoing enhancement of its service operations, the company remains committed to further improving customer satisfaction in the region.

\* From April 2025 to March 2026

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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/>