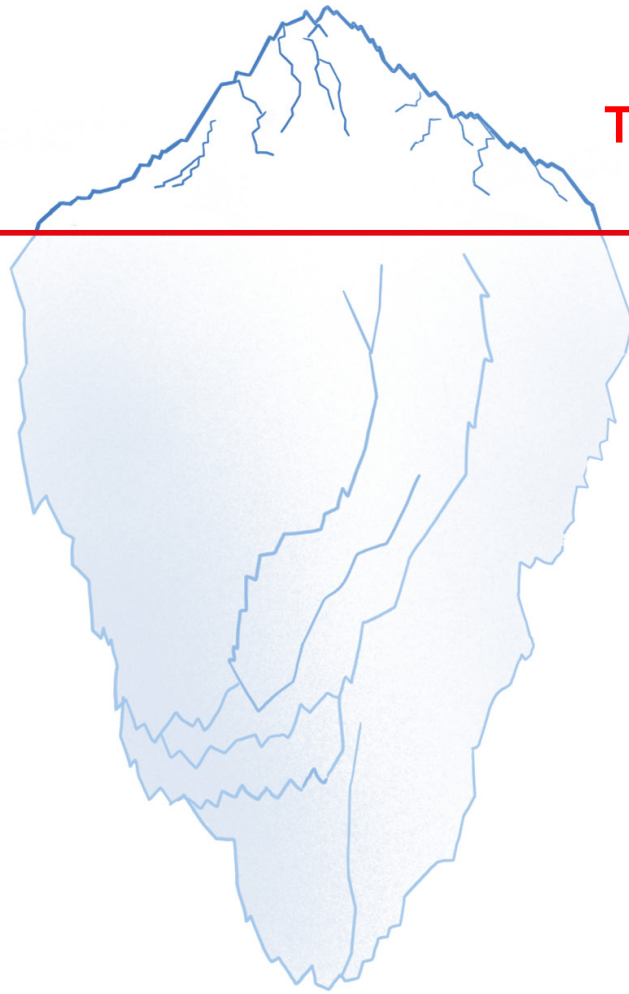




**THE CARS**

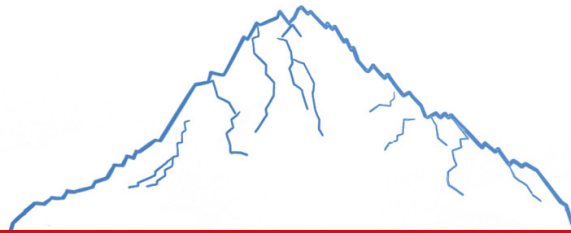
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**OUTLANDER  
PHEV**

# **ELECTRO-MOBILITY @ MMC**

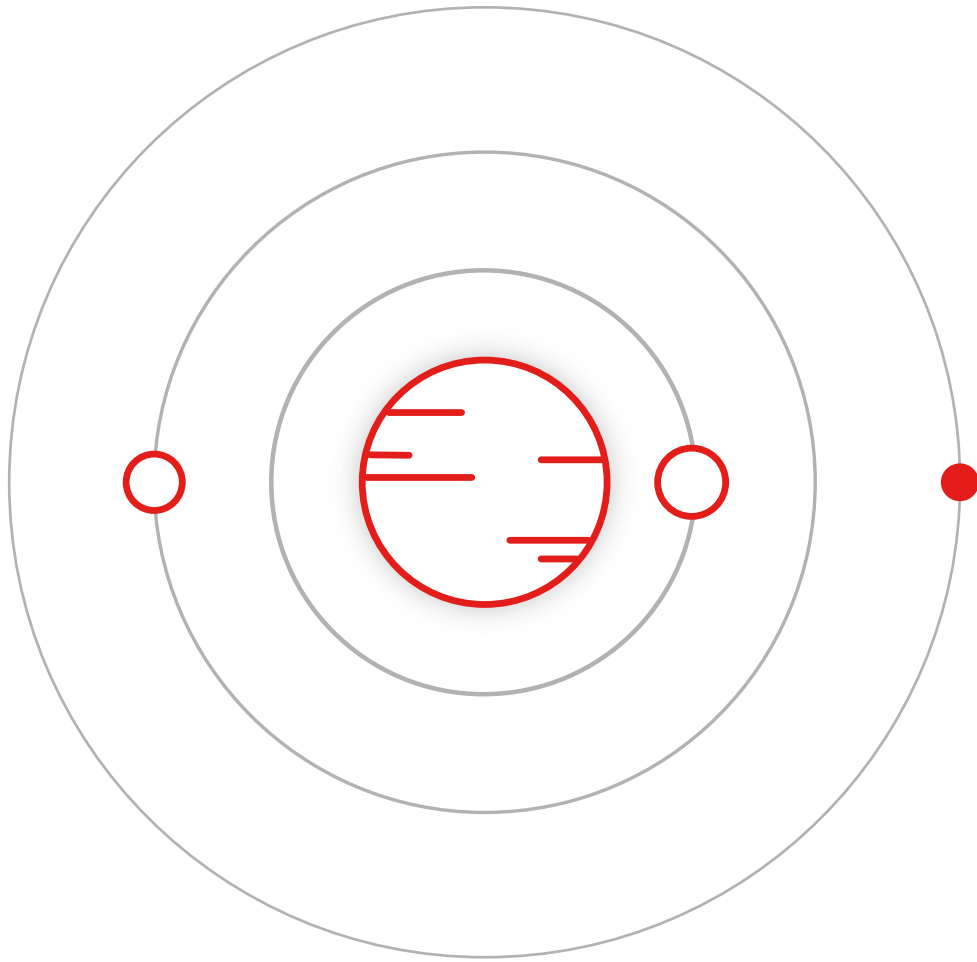
BE PART of ENERGY



**OUTLANDER**  
**PHEV**







**2018**

Alignment of planets

#1



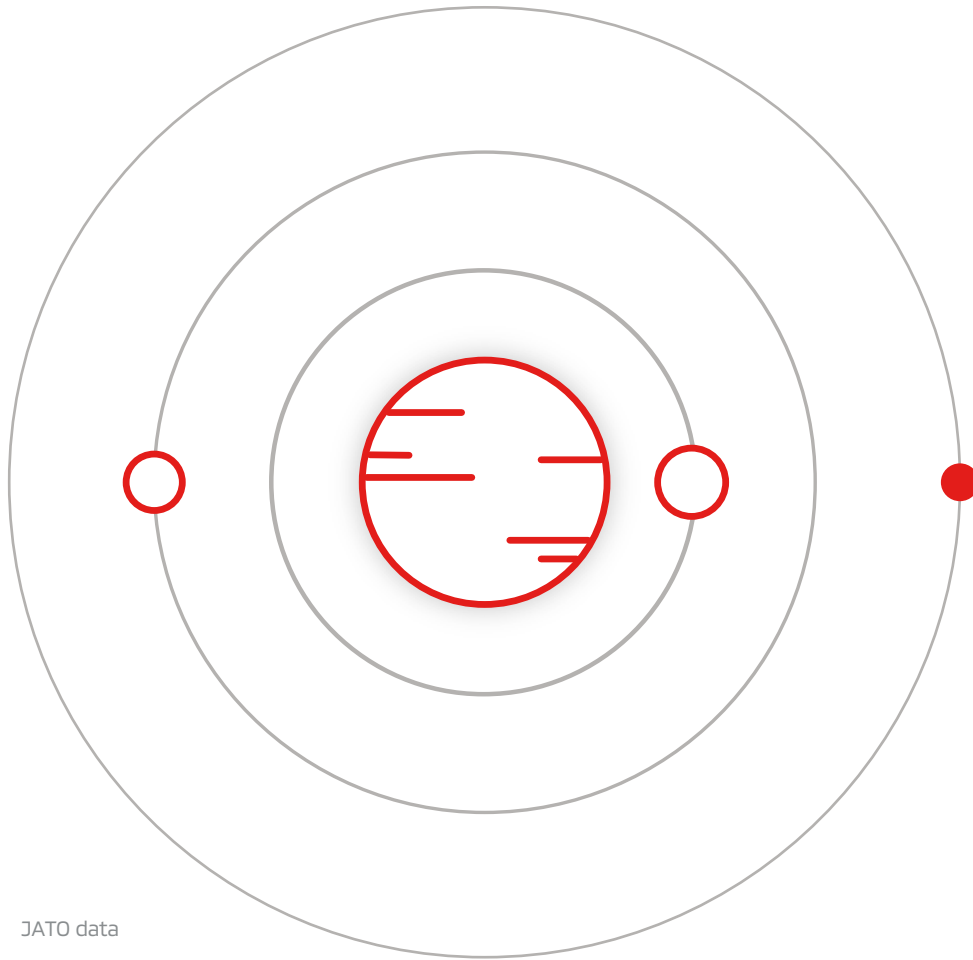
## GLOBAL'S BEST SELLING PLUG-IN HYBRID SUV



OUTLANDER PHEV  
CUMMULATED SALES

**187,089**

MMC Data



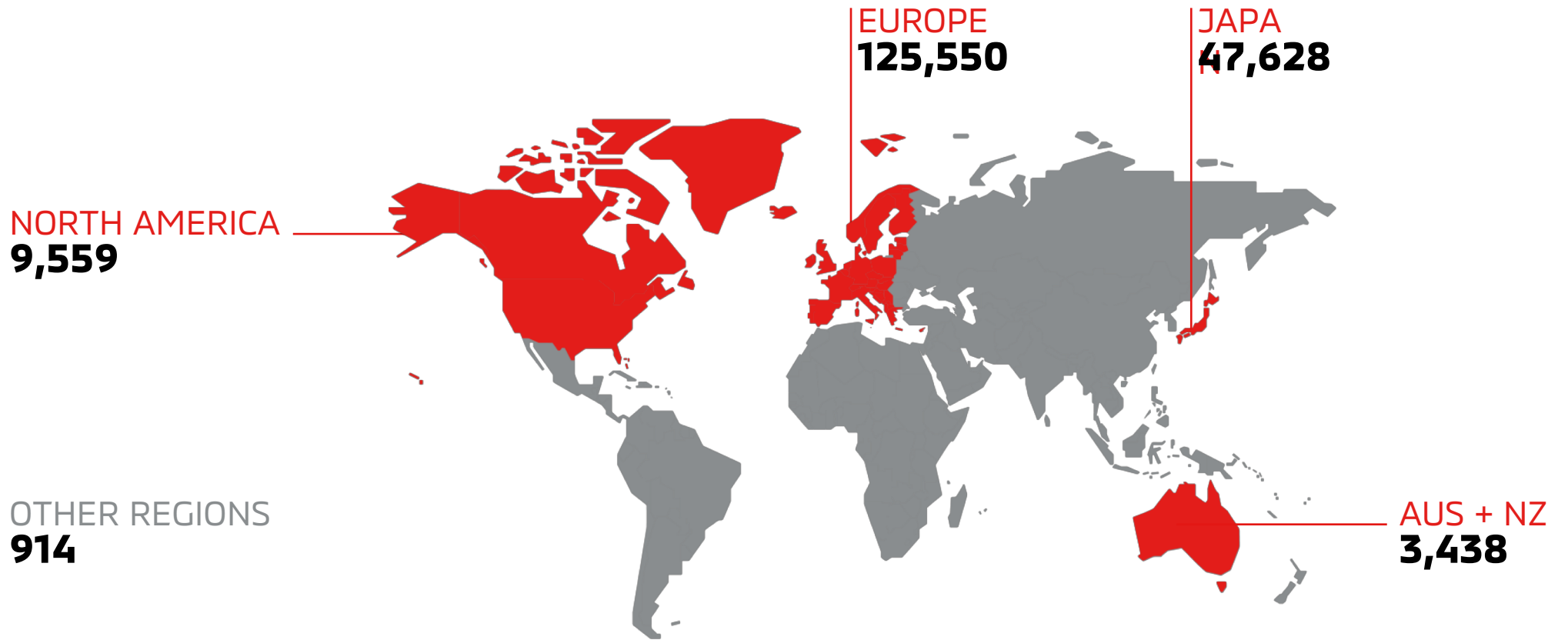
JATO data

1 - BYD Tang	62,000 units
2 - BYD Qin	61,000 units
3 - BMW 5-Series	50,000 units
4 - Toyota Prius	47,000 units
5 - Roewe RX5	46,000 units
<b>6 - Mitsubishi Outlander PHEV</b>	<b>41,000 units</b>
7 - BYD Song	39,000 units
8 - Roewe i6	34,000 units
9 - Volvo XC60 Plug-in	21,000 units
10 - Honda Clarity	20,000 units

#1



GLOBAL'S BEST SELLING PLUG-IN HYBRID SUV



#2



## EUROPE'S BEST-SELLING PLUG-IN HYBRID VEHICLE

MME's BEST SELLER  
3,000+ per MONTH



OUTLANDER PHEV  
CUMMULATED SALES

**125,550**

MMC data



# # 2



## SUCCESS BEYOND TAX INCENTIVES



CY18	THE UK	NORWAY	SWEDEN	GERMANY	FRANCE
<b>OUTLANDER VOLUME</b>	8,553	4,213	2,826	2,193	1,327
<b>OUTLANDER RANKING</b>	<b>#1</b>	<b>#1</b>	<b># 3</b>	<b>#2</b>	<b>#3</b>
<b>TOP 5</b>	Outlander BMW 5-Series BMW 3-Series VW Golf GTE Mini .	Outlander Volvo XC60 Volvo V90 BMW 2-Series VW Passat GTE	VW Passat GTE Kia Optima Outlander Kia Niro Volvo XC60	BMW 2-Series Outlander VW Passat GTE Kia Niro VW Golf GTE	Volvo XC60 Mini Outlander BMW i3. MB GLC

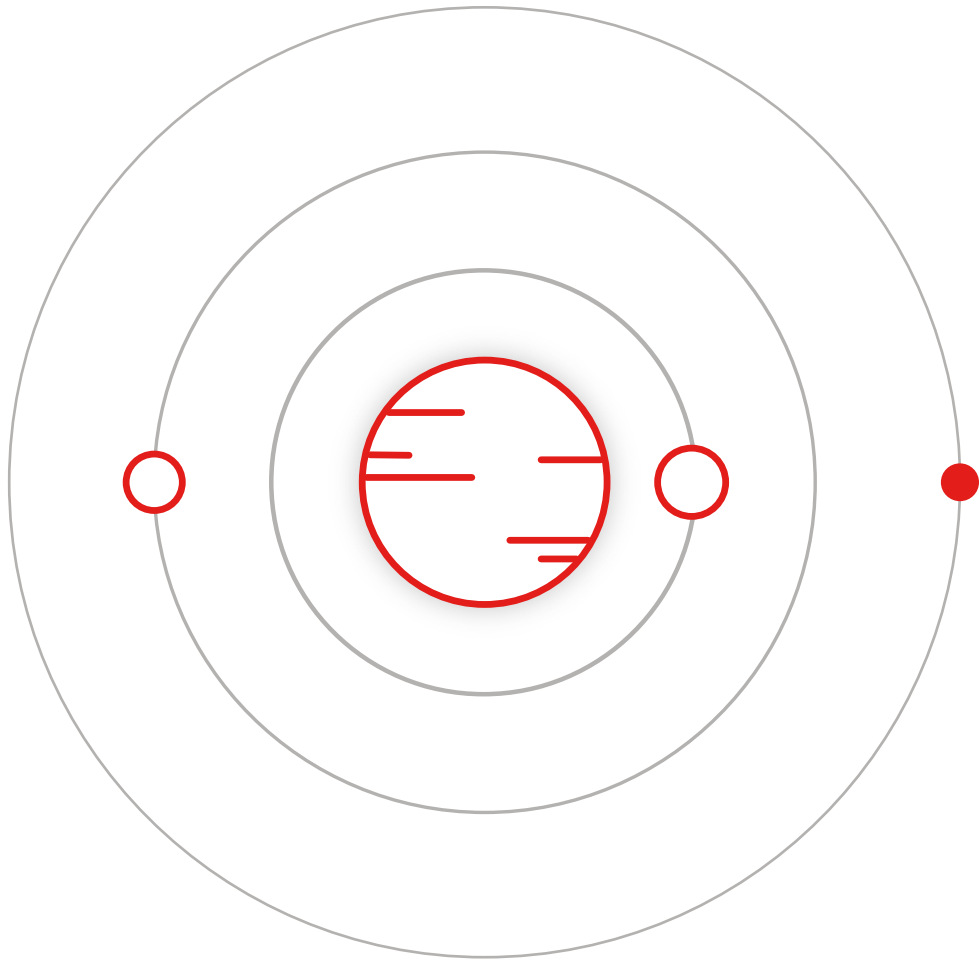
#3



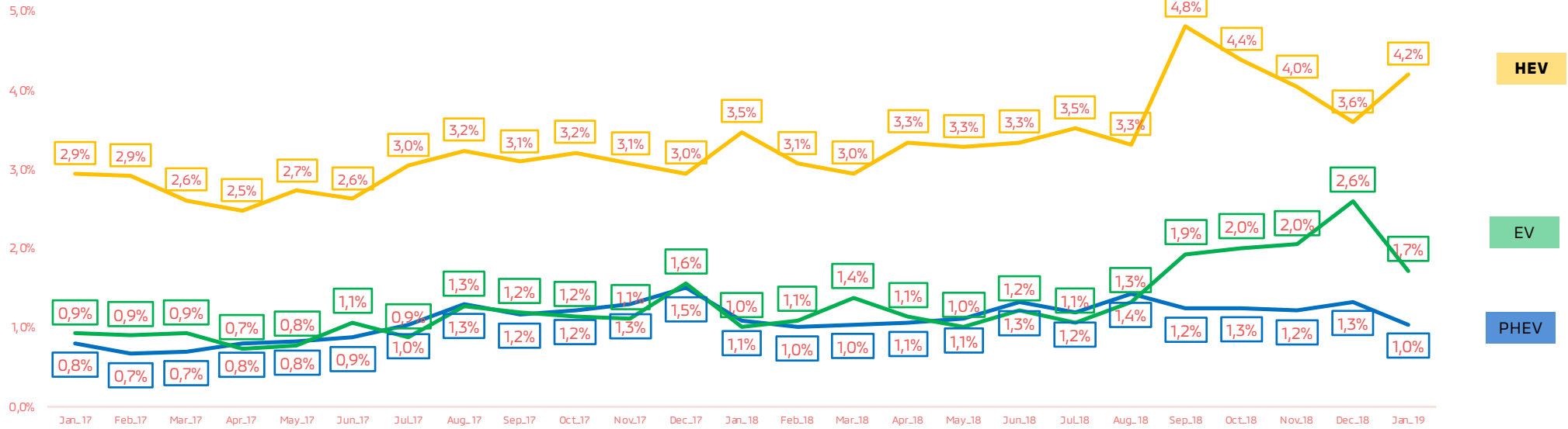
EU FLAGSHIP PIVOTING



PAJERO TO  
OUTLANDER PHEV



Electrified PTs Share, Monthly





#5

PUBLIC DEFIANCE...



## PUBLIC DEFIANCE...

## DIESEL BAN

Copenhagen, Oslo	2019
Brussels	2018 - 2025
Barcelona , London	2020
Roma, Paris	2024
Madrid, Athens	2025
Milan	2030

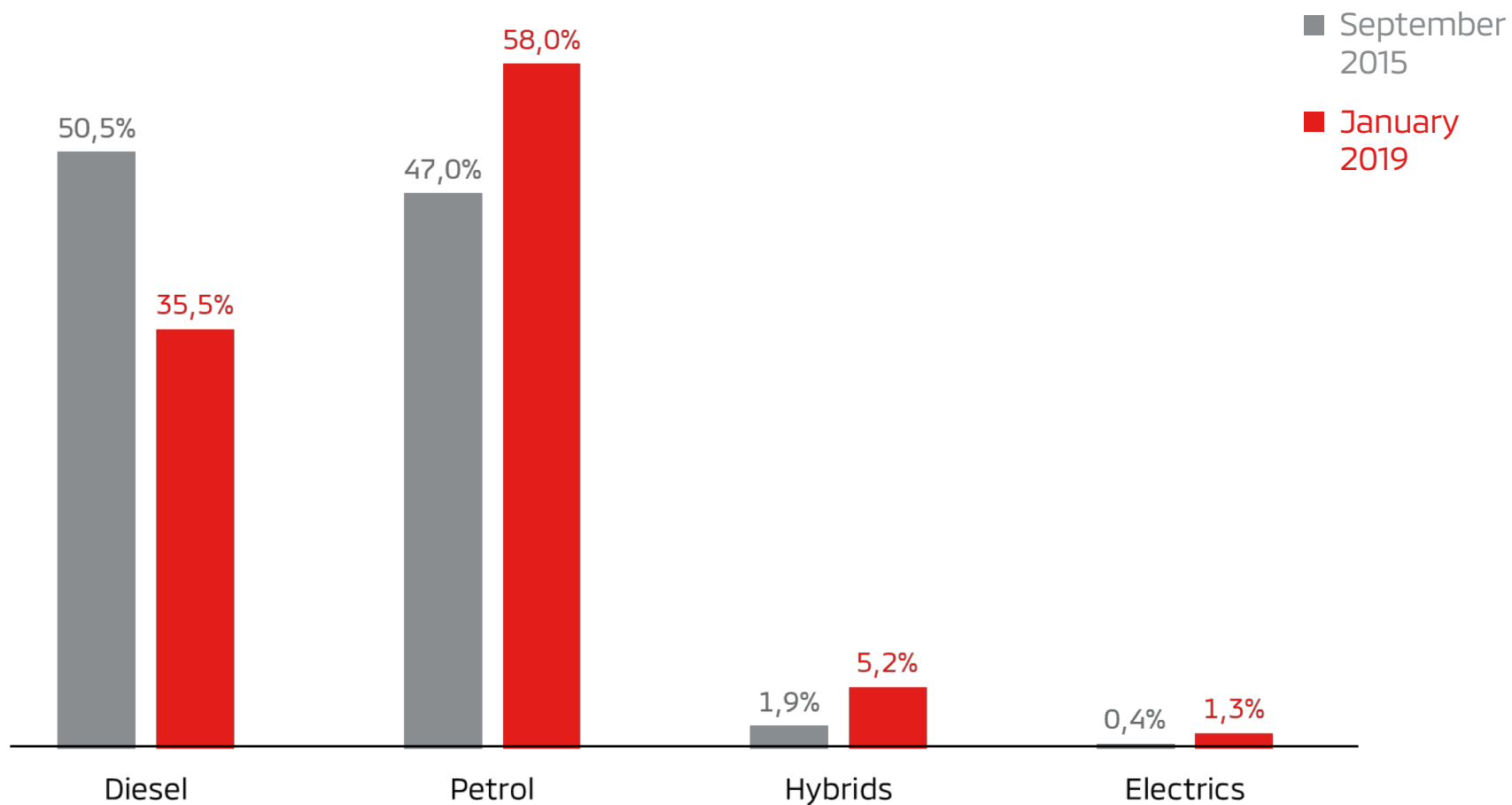


# # 6



## INVERTED POLARITIES

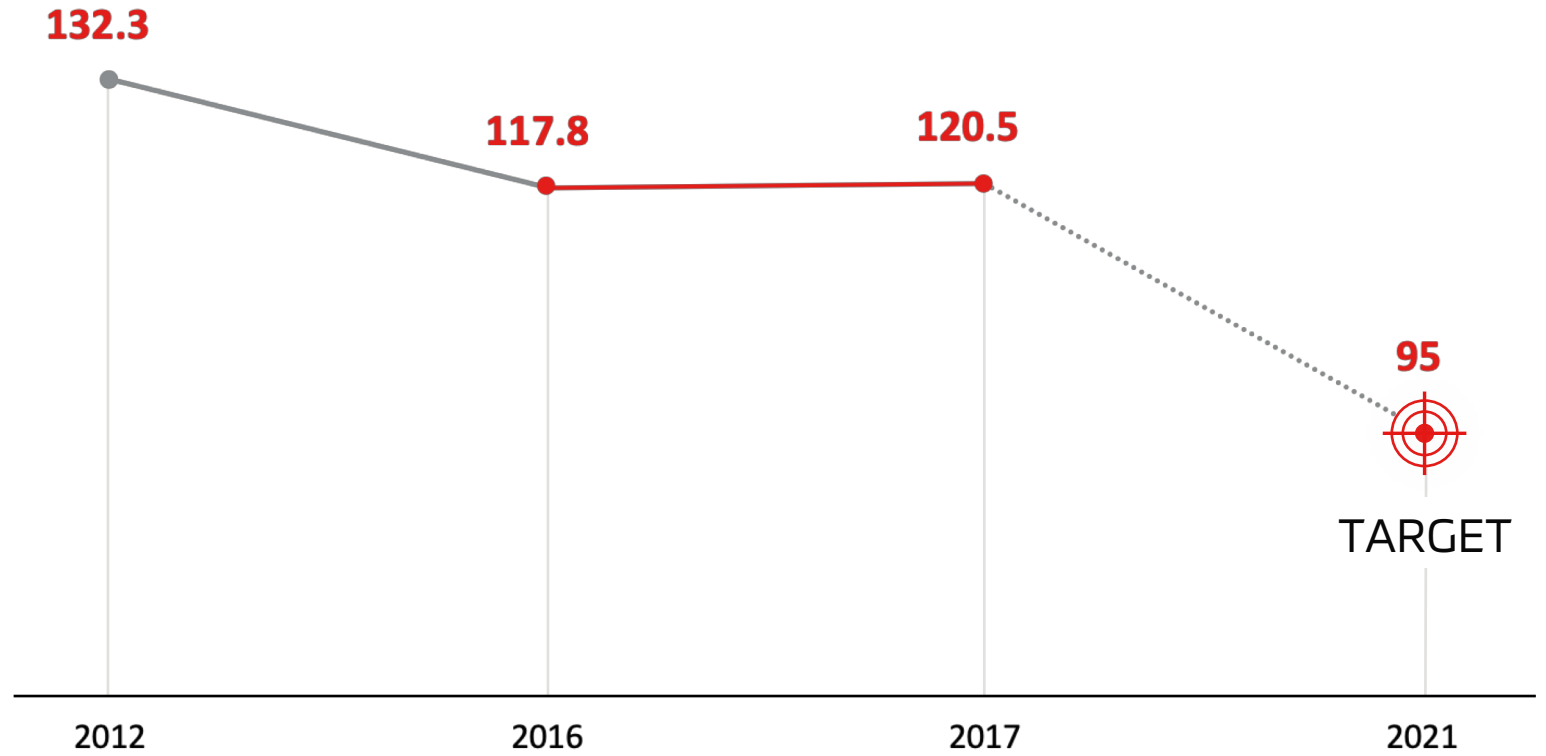
JATO Dynamics - EU5 - Passenger cars



## INDUSTRY CHALLENGE...

**COMBINED CO<sub>2</sub>**  
FLEET LEVEL (EU)  
G/KM

JATO-23



# # 7 ... INEQUAL



## CHALLENGE



	<b>JLR</b>	<b>VOLVO</b>	<b>MMC</b>	<b>TOYOTA</b>
<b>Diesel share CY17 (EU)</b>	90%	76%	23%	7%
<b>Diesel share CY18 (EU)</b>	79%	62%	13%	4%

Source: JATO

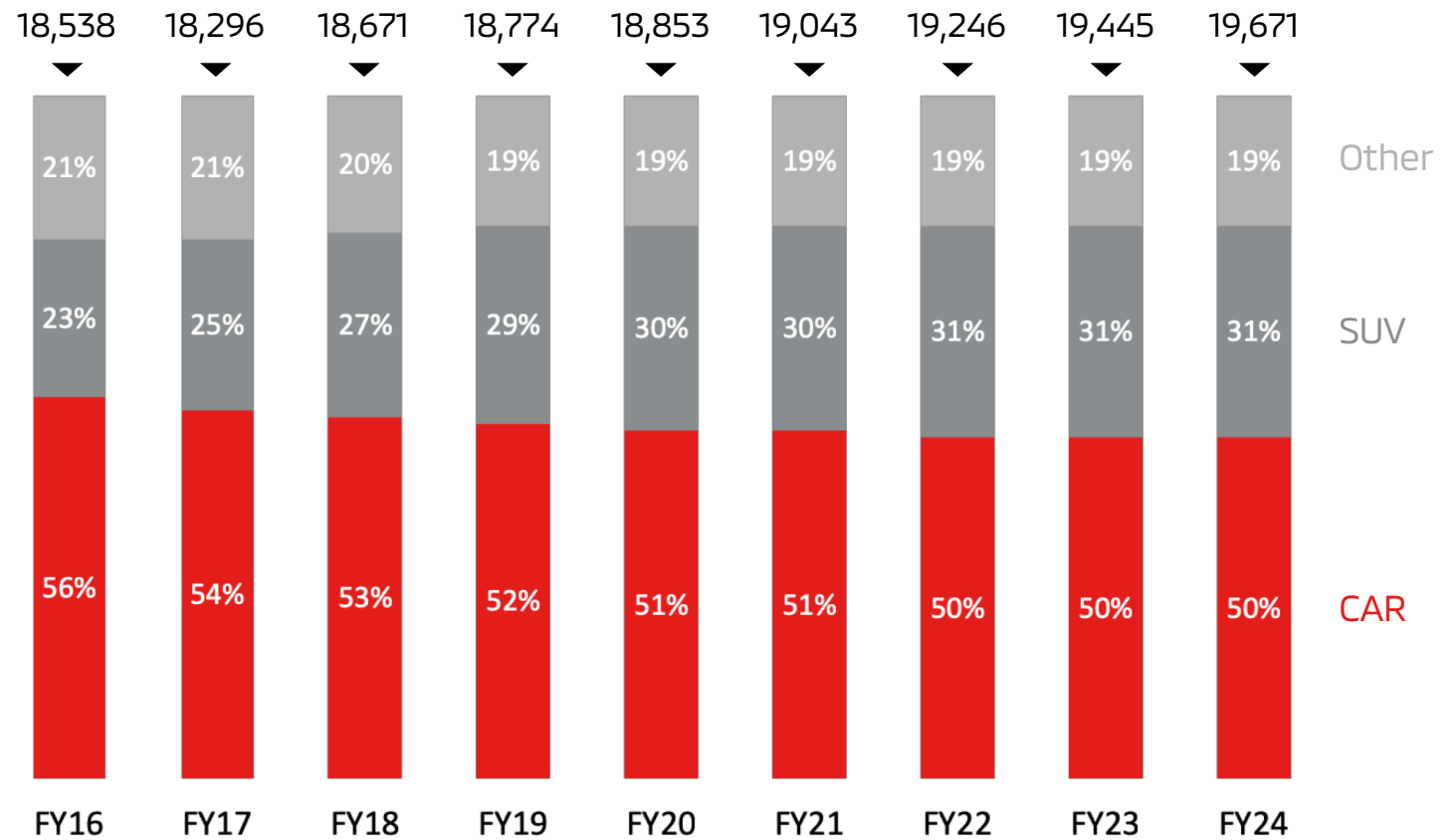
# # 8

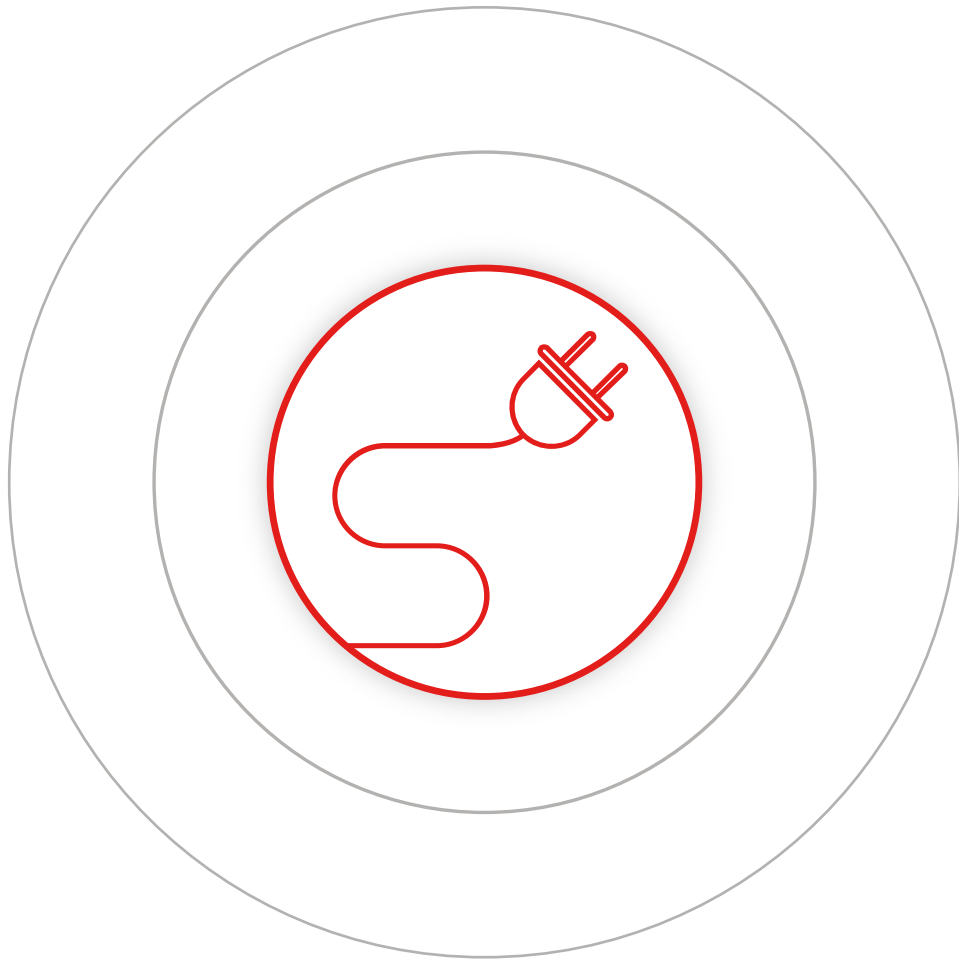


## SUV GROWTH

Source: FY16-17, HIS jan. 2017; FY18-24, TIV v5

### EUROPE PASSENGER CAR DEMAND FORECAST K-Units





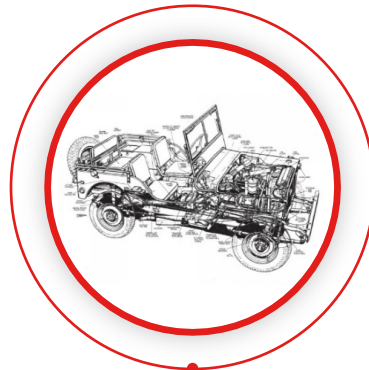
# **Authentic**

Path to electrification

# AUTHENTIC SUVs



FROM SUVs TO SUVs SINCE 1936





# AUTHENTIC EVs



FROM EVs TO EVs SINCE 1966



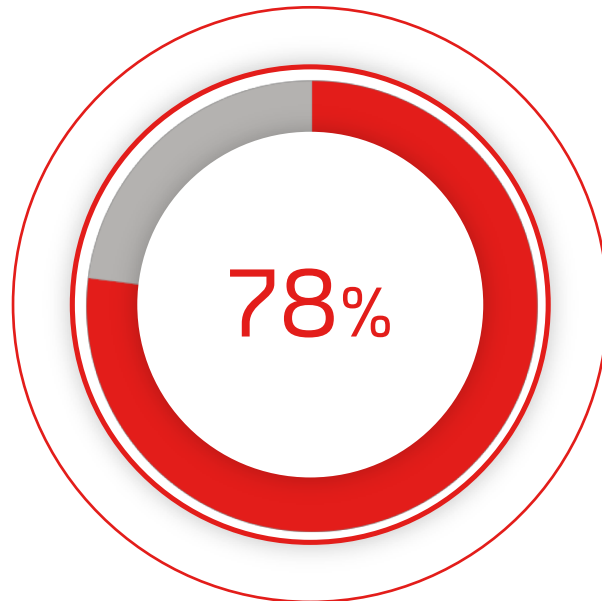
# SUV + EV



## MITSUBISHI PARADIGM

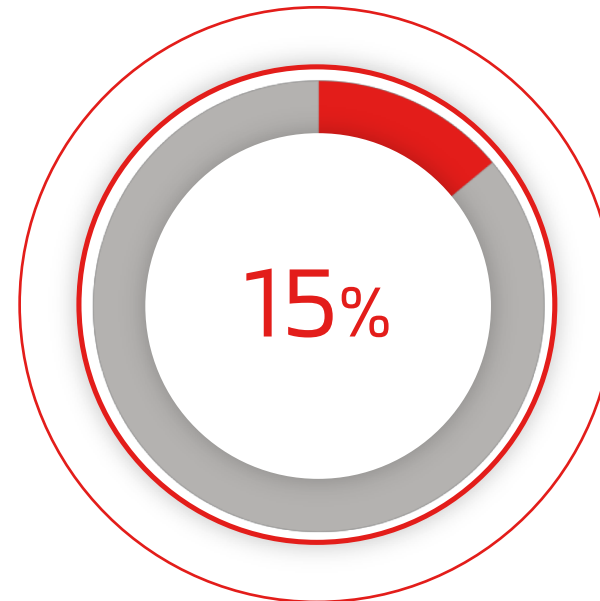
Source: MME data - CY18 figures, excl. RU/UA, incl. L200

SHARE OF SUV'S  
vs PASSENGER CARS

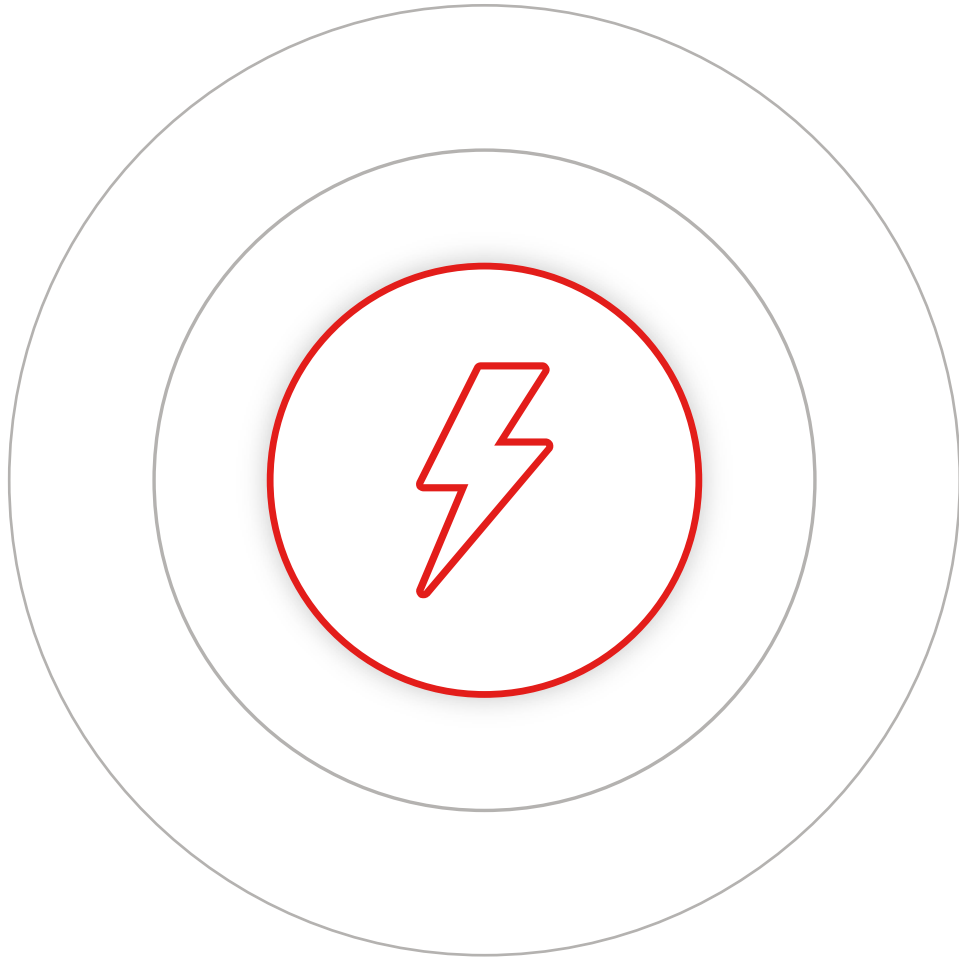


within the Mitsubishi Motors model mix

SHARE OF ELECTRIC & PLUG-IN  
HYBRID ELECTRIC VEHICLES



within the Mitsubishi Motors model mix



# **MMC PHEV**

Electric Inside



**EV**

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## ARCHITECTURE





OUTLANDER  
PHEV

**The 46 g/km**  
ALL-ROUNDER



## ELECTRIC CUSTOMER BENEFITS

- PHEV OS MAPPED FOR UP TO 89 DAYS OF PURE EV DRIVING
- 41 km (NON-SEQUENTIAL) EV DRIVING RANGE\*
- COMBINED 46 g/km CO<sub>2</sub>, EMISSIONS\*
- MULTIPLE CHARGING OPTIONS
- 1,500W ON-BOARD SOCKETS FOR 230V EQUIPMENT
- V2X SMART GRID COMPATIBILITY
- PERMANENT ELECTRIC TWIN MOTOR 4WD W/ SUPER-ALL WHEEL CONTROL
- NO COMPROMISE PACKAGING...



# # 2



	Paris -> Lyon	Lyon -> Geneva	Geneva -> Provence	Provence -> Paris
<b>Distance</b>	492 km	153 km	389 km	749 km
<b>State of charge @ departure</b>	30 km	40 km	13 km	11 km
<b>State of charge @ arrival</b>	40 km	50 km	15 km	18 km
<b>Average fuel consumption</b>	7.5 l / 100 km	7.6 l / 100 km	7.5 l / 100 km	8.0l / 100 km

<b>Local</b>
200 km
15 km
0 km
4.5 l / 100 km

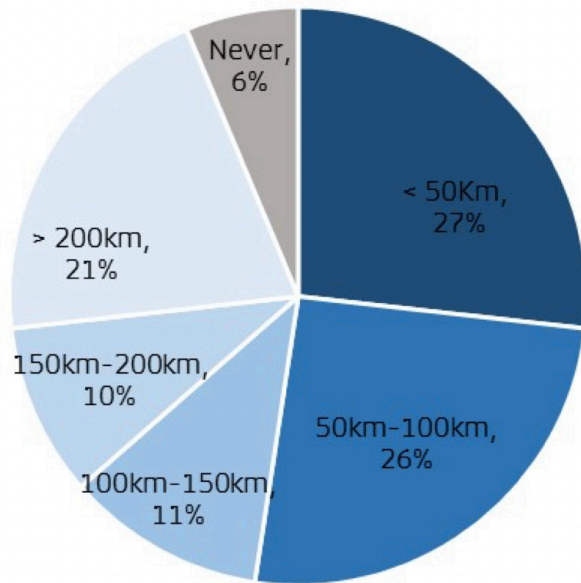
**OUTLANDER  
PHEV**

Conditions:  
120 km/h average speed  
Mostly motorway driving  
SAVE mode activated

# # 3

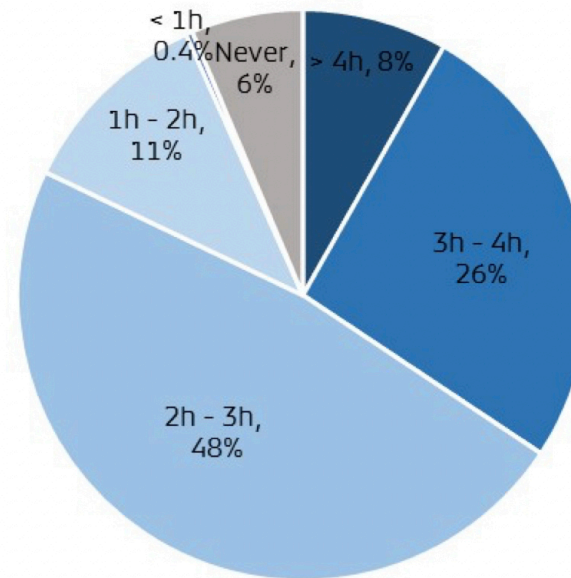


Avg. charging interval



65% of population charge the vehicle on a "regular" basis.

Avg. charge time / charge



82% of population charges the vehicle "sufficiently" (when charging) >2h

# # 4



<b>TCO</b>	<b>Outlander PHEV</b>	<b>Outlander 2.2 DiD</b>
<b>The UK</b>	£ 46,488	£ 52,676
<b>France</b>	€ 52,956	€ 60,420

Source: Autovista "CarCostExpert

- 48 month ownership
- 80,000 km
- 93% EV driving

"

- Depreciation
- Registration tax/gov. subsidies
- Maintenance
- Insurance
- Yearly Taxes
- Tyres Changes
- Brake pads
- Fuel Consumption cost
- Electricity Consumption Cost

The TCO generally is calculated for the average life time of the vehicle for the first owner

# OUTLANDER PHEV



# MMC

Electric road map

# INTEGRATED SOLUTION(S)

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- DIVERSITY of POWERTRAINS – NO DEDICATED MODEL
- ELECTRIFICATION ACROSS CORE MODEL RANGE:
  - HEVs: POSSIBLE for SELECTED MARKETS
  - PHEV: LARGER VEHICLES
  - BEV: SMALL & COMPACT CARS
- FULL EV INTEGRATION IN VEHICLE ARCHITECTURES
- POSSIBLE EXTENSION BEYOND CORE MODELS
- NEXT PHEV: 2020



# ALLIANCE

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- ALLIANCE (ELECTRIC) TOOLBOX:
  - EV TECHNOLOGY: RENAULT & NISSAN TO MMC
  - PHEV TECHNOLOGY: MMC TO RENAULT & NISSAN
- FULL PRODUCT IMPACT FROM 2020



RENAULT NISSAN MITSUBISHI

**OUTLANDER  
PHEV**



**ECO-SYSTEM**





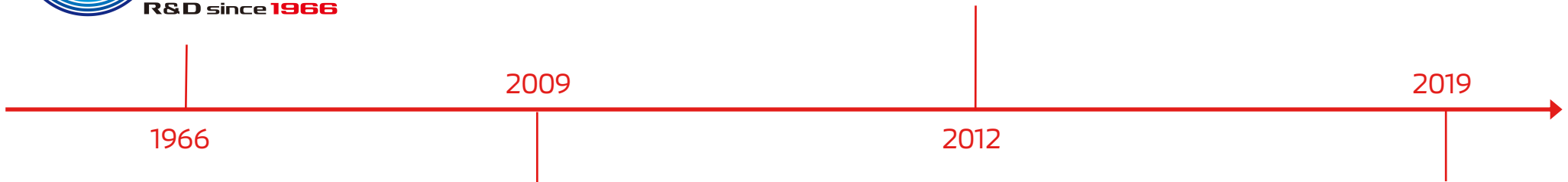
# ECO LAB

— by MITSUBISHI —

# LOGICAL (EV) PATH



## OUTLANDER PHEV



**130 km/h en pointe**  
**0g/km CO2**  
**20% EVs by 2020**  
**150 km range**  
**40 years of EVs**  
**80% (quick) charging in 30 mn**  
**5 year or 100,000 km warranty**  
**4 door four seats**

BE PART OF THE ENERGY  
**DDH**  
**DENDO DRIVE HOUSE**

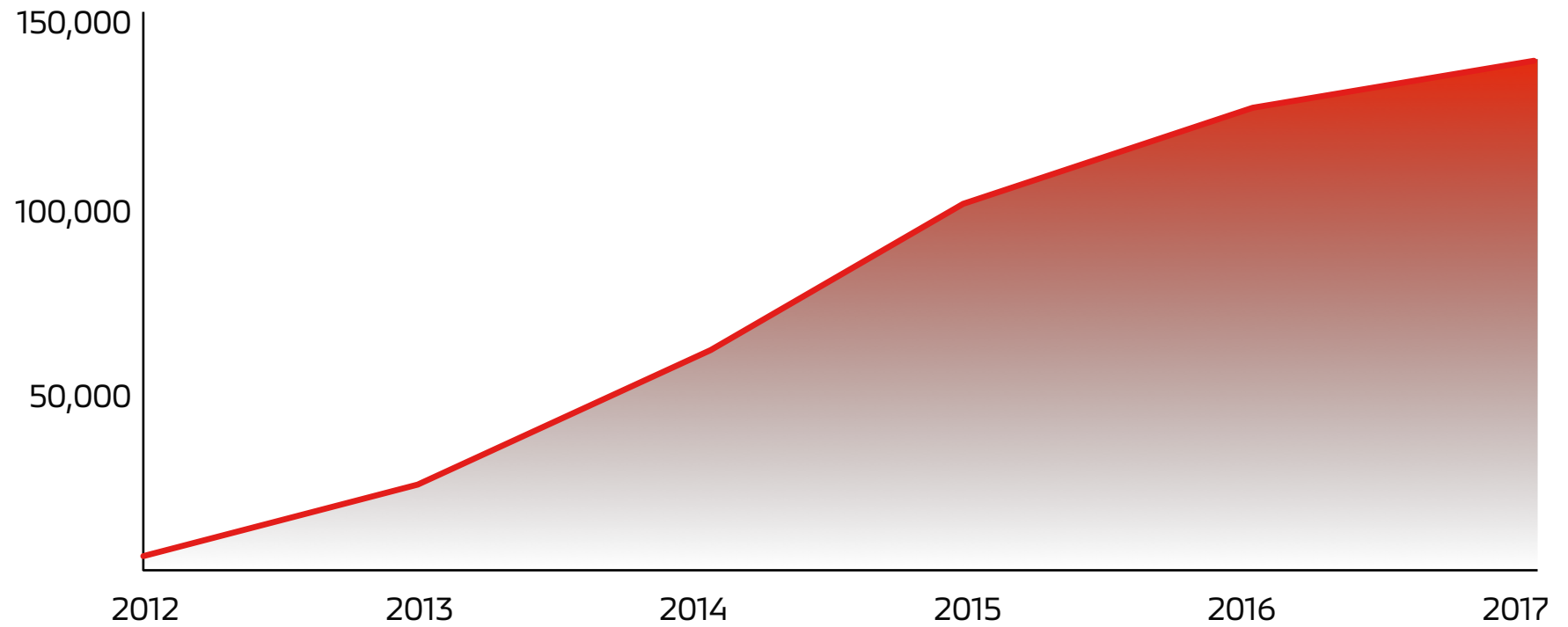
# CREDIBILITY



UNIQUE CUSTOMER BASE

## OUTLANDER PHEV

Global UIO





SMART

EVOLUTION



電動 DRIVE STATION

MITSUBISHI MOTORS

関東三菱自動車販売 世田谷店





**MITSUBISHI  
MOTORS**

Drive your Ambition

