

Mitsubishi Motors Europe – CY19 results

171,906 sales* (+ 4%)

February 5th, 2020 - In a rather unpredictable European market (implementation of new emission-driven regulations, impact of new taxation schemes, political uncertainties,...), Mitsubishi Motors continued to plot its way forward in the most demanding of all global automobile markets.

TOTAL CY19 MARKET @ ACEA	EU + EFTA countries Excl. Pick-up trucks	15,805,752 sales	+ 1.2%
Mitsubishi Motors CY19 @ MME	33 countries Incl. L200	171,906 sales	+ 4%
Mitsubishi Motors CY19 @ ACEA	EU + EFTA countries Excl. L200	138,003 units	+ 3.4%

While two models were renewed & repositioned during the year (ASX and L200, to be followed by Space Star/Mirage in a few weeks) whose full impact will only be seen during the course of CY2020, Mitsubishi Motors' European sales were led once more by Space Star/Mirage and Outlander PHEV, representing in total 43% of the MME sales (combined volume):

1- Space Star/Mirage:	39,530 sales (+ 10%)
2- Outlander PHEV:	34,729 sales (+ 42%)
3- ASX:	31,306 sales (- 3%)
4- Eclipse Cross:	27,368 sales (-)
5- L200:	23,414 sales (+ 12%)

The Outlander PHEV techno-flagship – the only EV-based plug-in hybrid vehicle available in Europe – also remained Europe's best selling plug-in hybrid vehicle (all Brands, all segments, all formats – source: JATO – 12 largest EU markets) during CY19, in spite of a larger number of competitors now offered to European customers and also for some of them, a gradual catching up of their sales lost post-WLTP implementation from September 2018.

Since launch in October 2013, Outlander PHEV has reached a cumulated total of 159,132 sales in Europe, now led by Germany (CY19: 7,618 sales – MME data).

Over the period, Mitsubishi Motors' 32 European Distributors* supported the Brand's ambitions with a Top Ten made of:

1 – Germany:	54,033 sales (+ 4%)
2 – The UK:	26,788 sales (- 13%)
3 – Spain:	14,769 sales (+ 10%)
4 – Italy:	9,659 sales (+ 33%)
5 – France:	9,437 sales (+ 29%)
6 – Sweden:	6,789 sales (+ 32%)
7 – Poland:	6,762 sales (+ 15%)
8 – The Netherlands:	6,690 sales (- 7%%)
9 – Norway:	5,776 sales (+ 5%)
10 – Austria:	5,059 sales (- 8%)

The next move

While pleased with these CY2019 results, Mitsubishi Motors Europe is conscious of the challenges but also the opportunities that lie ahead for the Brand in the region, as stated by Eric Wepierre – MME's new President & CEO: *"In a European market which is being reshaped by new technologies, new customers' expectations & attitude as well as a new regulatory environment, Mitsubishi Motors is in a position to capitalize on its electrified market leadership, gained with Outlander PHEV since 2013."*

He added: *"While electro-mobility turns mainstream, during CY2020 we will move on once gain from the mainstream, kicking off the next stage of our "SUV + EV" strategy, at product level and also at eco-system level with the first implantation of our innovative Dendo Drive House concept."*

"Both will further nurture our strategy of sustainable growth in Europe where Brand image and profitability will take precedence over the race for volume."

*32 Distributors / 33 markets – incl. L200

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Over MITSUBISHI MOTORS

Mitsubishi Motors Corporation is een wereldwijd actief bedrijf dat is gebaseerd in het Japanse Tokio. Het heeft een competitieve voorsprong op het domein van SUV's, pick-ups en elektrische en plug-in hybride voertuigen. Sinds de Mitsubishi-groep meer dan een eeuw geleden zijn eerste auto produceerde hebben we een ambitieuze en vaak disruptieve aanpak gekozen door nieuwe voertuigsoorten te ontwikkelen en met vooruitstrevende technologie te pionieren. Onze merkstrategie, die diep in het DNA van Mitsubishi Motors geworteld is, zal ambitieuze bestuurders aanspreken die conventies durven uitdagen en verandering durven omarmen. In navolging van die instelling introduceerde Mitsubishi Motors in 2017 zijn nieuwe merkstrategie. Die wordt uitgedrukt in de slogan "Drive your Ambition" – een combinatie van persoonlijke passie en voorwaartse drang, maar ook een weerspiegeling van de constante dialoog tussen het merk en zijn klanten. Vandaag legt Mitsubishi Motors zich toe op constante investeringen in innovatieve nieuwe technologie, aantrekkelijk design en productontwikkeling om opwindende en authentieke nieuwe auto's naar klanten over de hele wereld te kunnen brengen.

