

Mitsubishi Outlander PHEV

Global Accolades & Achievements – the next wave

While Eclipse Cross has generated its fair share of awards & exposure over the past few weeks, the bigger Outlander PHEV continues to fill its own trophy cabinet, starting with Germany's OFF ROAD readers which placed **Outlander PHEV # 1 in the "Alternative Powertrain" category** amongst magazine's 2018 awards.

801.1 km hyper-miling in Switzerland

Further south, former Swiss airline captain and "hyper-miler" Felix Egolf managed to reach a total distance of 801,1 km on a single charge and a single tank of petrol.

The total journey from Rothenburg (in the Lucerne canton) to Samnaun, via Salzburg (in Austria) with an amplitude of 6,000 m in altitude – typical of the very challenging driving conditions found in Switzerland – ended up with an average fuel consumption of 5.47 l/100 km and 1.21 kWh of electricity per 100 km. Overall, 60% of the distance was covered solely on electric power.

Whilst not typical of the average daily driving pattern, this achievement highlighted Outlander PHEV's high engineering credentials – the very same ones that allowed it to clear the new WLTP protocol no problem with its 46 g/km while most competitors had to be withdrawn from the European market altogether.

Green Car Journal's 2019 Green SUV of the Year™ in the US

At the Los Angeles Auto Show's AutoMobility LA., Outlander PHEV received top honors among a list of some of the largest OEMs in the world, and was recognized for raising the bar in environmental performance at an affordable cost for consumers.

"Today's SUV buyers increasingly want to drive more efficiently and with lower environmental impact, without giving up the style, convenience, and overall driving experience expected of a sport utility vehicle," said Ron Cogan, editor and publisher of Green Car Journal and GreenCarJournal.com.

*"Mitsubishi's Outlander PHEV meets these needs in a big way with its innovative series-parallel plug-in hybrid powertrain, all-electric driving capability, and exceptional SUV functionality. It has clearly earned its distinction as the **2019 Green SUV of the Year™**."*



Green Car Journal's Green Car Awards™ program has established itself as the leader in recognizing environmentally-positive vehicles and manufacturers for their accomplishments in the eco-friendly automotive space.

Canada's best-selling plug-in hybrid

For the first time ever in Canada, a plug-in hybrid vehicle has reached 5,000 sales in the calendar year, when Mitsubishi Motor Sales of Canada Ltd. (MMSCAN) just announced, 5,052 Mitsubishi Outlander PHEVs have been delivered year-to-date firmly establishing it as Canada's best-selling plug-in hybrid and Canada's best-selling plug-in hybrid SUV.



NEWS RELEASE

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"Canadians are recognizing that the Mitsubishi Outlander PHEV is electric and much more helping to establish a new industry high watermark. We see our strongest results in Québec month-after-month. Most Outlander PHEV customers were in gas-only SUVs and cars previously. As the first affordable plug-in hybrid SUV in the market, we're helping to significantly grow adoption to EV. We are very proud of that," said Tony Laframboise, President and CEO, Mitsubishi Motor Sales of Canada, Inc.

In Europe (MME34 area), 21,634 Outlander PHEVs have been sold between January and November 2018 – an increase of 22% over the same period of last year.

About MITSUBISHI MOTORS

Mitsubishi Motors Corporation is a global automobile company based in Tokyo, Japan, which has a competitive edge in SUVs and pickup trucks, electric and plug-in hybrid electric vehicles. Since the Mitsubishi group produced its first car more than a century ago, we have demonstrated an ambitious and often disruptive approach, developing new vehicle genres and pioneering cutting-edge technologies. Deeply rooted in Mitsubishi Motors' DNA, our brand strategy will appeal to ambitious drivers, willing to challenge conventional wisdom and ready to embrace change. Consistent with this mindset, Mitsubishi Motors introduced its new brand strategy in 2017, expressed in its "Drive your Ambition" tagline – a combination of personal drive and forward attitude, and a reflection of the constant dialogue between the brand and its customers. Today Mitsubishi Motors is committed to continuous investment in innovative new technologies, attractive design and product development, bringing exciting and authentic new vehicles to customers around the world.
