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MITSUBISHI MOTORS

Mitsubishi “i-MiEV” Sales Plan in USA

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Introduction Schedule



	FY2009	FY2010	FY2011
Production volume	1,600 units	approx. 10,000 units	approx. 20,000 units
Japan	<p>For fleet sales</p> <p>For Individuals</p>		
Overseas	<p>Right-hand drive (U.K., Hong Kong, etc.)</p> <p>Europe (including Left-hand market)</p> <p>For PSA Peugeot Citroen</p> <p>North America</p> <p>Committed Potential Markets</p>		

over 5,000 vehicles produced



Target of Environmental Vision 2020

Our goal is to be the leading company in environmental aspect.

Vehicle-produced CO₂



Improvement of gasoline
& diesel engine fuel economy



Increase total production
ratio of **EV /PHEV to 20%**

Reduce CO₂
emissions by
50%

[Compared to 2005 weighted avg. of all vehicles sold globally]

Factory-Produced CO₂



All factories around the globe
By introduction of high efficient
equipment & renewable energy

Reduce CO₂
emissions by
20%

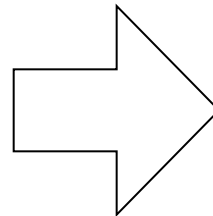
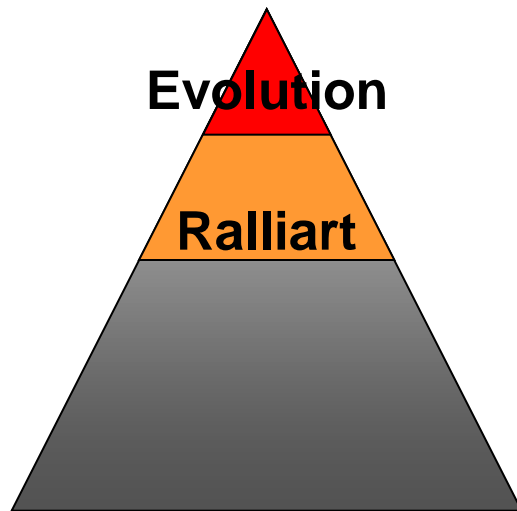
[Compared to 2005 per-factory output]

i-MiEV: MMC Environmental Flagship

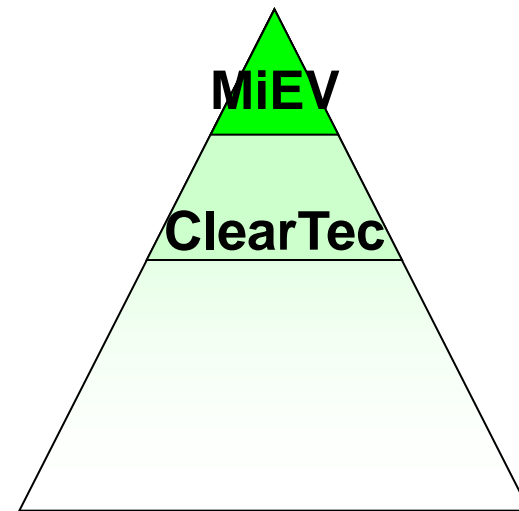
Our aim is to be the leading company in the environmental aspect

- i-MiEV is the **environmental flagship** model in Mitsubishi range which makes Mitsubishi Brand **“Green & Sustainable”**

“Sporty & Toughness”



“Green & Sustainable”



North American spec photo





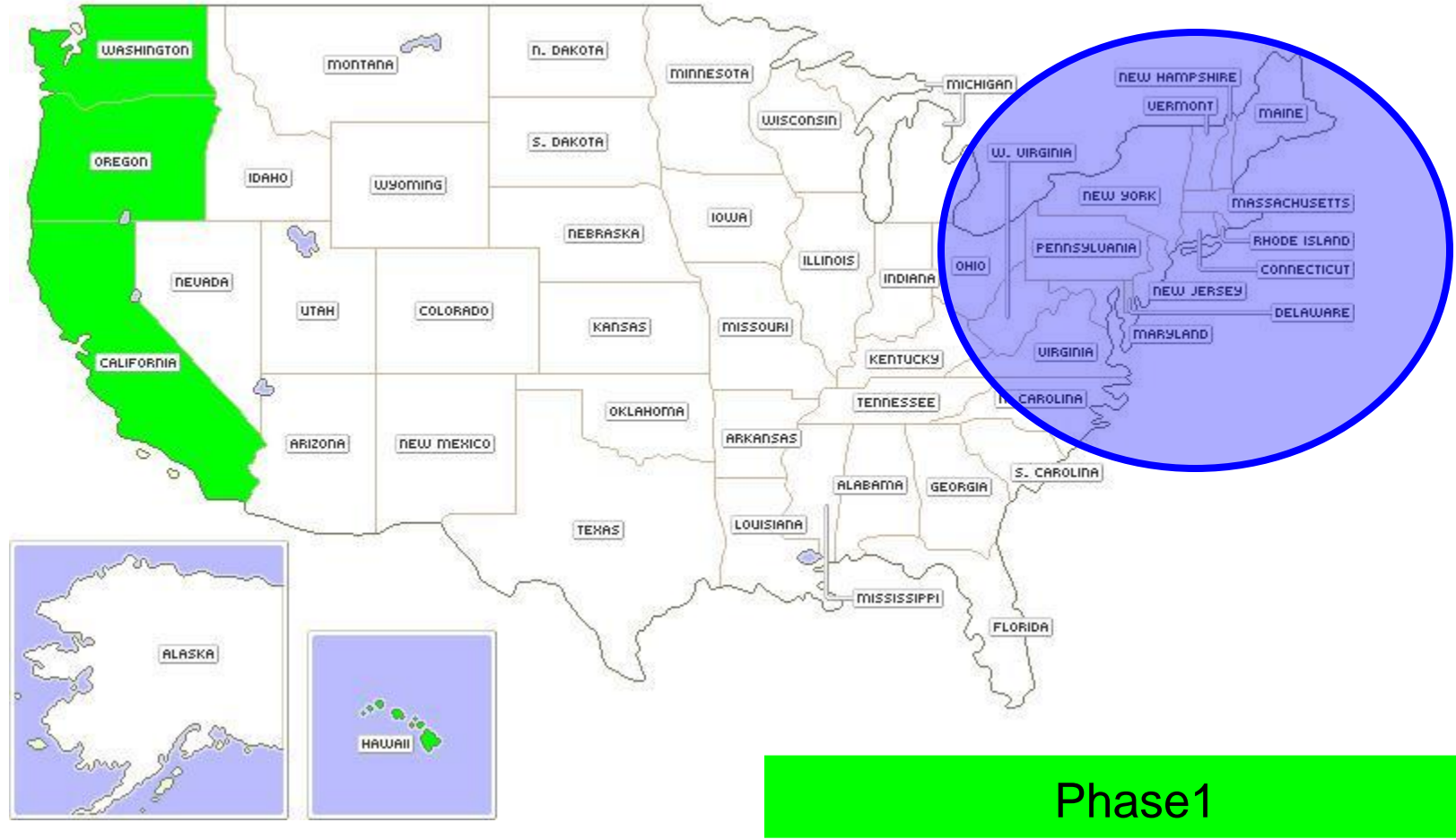
Dimensions and Specifications

Overall Length x Width x Height		3675 x 1585 x 1615 mm (145" X 63" X 64")
Seating Capacity		4
Cruising Distance with a Single Charge		140 km (85miles) (LA4 mode)
Drive System		Rear wheel drive
Battery	Type	Lithium-ion
	Total Voltage	330 V
	Total Energy	16 kWh



Roll out plan

- US launch for i-MiEV is planned Nov. 2011
- MMNA will expand the market in Phase approach
- i-MiEV will be available nationwide 1 year after the launch



Phase1

Phase2

Partnership with Eaton and Best Buy



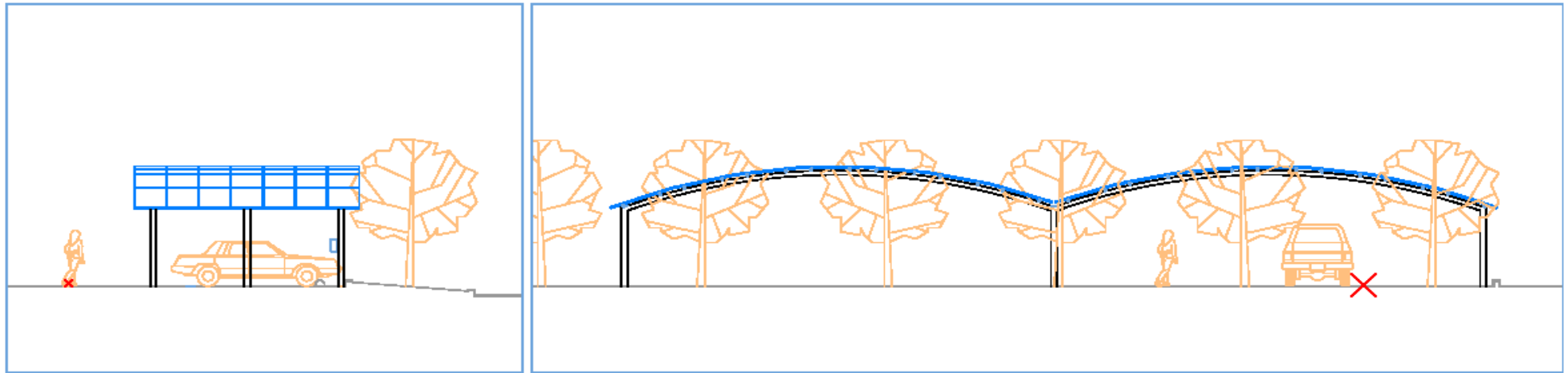
- Installation of EVSE chargers.
- Inspection for house wiring.



Powering Business Worldwide

- Development of i-MiEV capable level 2 and CHAdeMO chargers.

Solar Carport/Kiosk



Side Elevation

Scale: 1/8"=1'-0"

Elevation from the Building

Scale: 1/8"=1'-0"

- Will be constructed in Cypress MMNA headquarter.
- Capable charging with Level 1,2,3 method
- Construction work to be completed March 2011

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