

MITSUBISHI OUTLANDER PHEV

100,000 cumulated sales in Europe

Four years after its retail launch in Europe* on October 21st, 2013, Mitsubishi Motors Corporation (MMC) has announced that its Outlander PHEV techno-flagship has reached the significant milestone of 100,000th cumulated sales in the region.



Initially limited to a few selected European markets (The Netherlands, Scandinavia,...), Outlander PHEV quickly made its mark, bringing an all-new dimension to the European SUV segment, passing the 50,000 sales milestone in November 2015 and becoming the best selling plug-in hybrid vehicle in the region in 2015, 2016 and 2017**, fueled by a constant evolution of the model.

Despite increased pressure from an ever growing number of competitors in this nascent segment, Outlander PHEV has kept its pace, retaining the Number One spot in The United Kingdom, Norway or Spain during CY2017**. Overall, for the Jan. – Dec. 2017 period, Outlander PHEV contributed to a 13 % combined EV/PHEV share and a 77% combined SUV share within the Mitsubishi Motors model mix in the region.

*MME34 area (excl. RU & UA)

***Source: JATO Dynamics

Techno-flagship

Since 2013 early-adopters, Outlander PHEV has met its wider European public, blending MMC's engineering fortes (4WD since 1936, electric powertrain since 1966, SUVs since 1982) in an attractive package of low environmental impact, 'Super-All Wheel Control' 4 wheel-drive active safety, efficient SUV packaging, excellent reliability and low running costs, even in markets with a strong competition from domestic players, such as Sweden or Germany.

A direct result of Outlander PHEV's still unique electric vehicle-based architecture (front electric motor, rear electric motor, no gearbox,...), this fully integrated versatile solution has translated for over 4 years into immediate benefits for European customers such as a much lower weight (for energy efficiency), a simpler layout (no gearbox, all drive-by-wire,...), no compromise in terms of packaging, absolute smoothness of operation (brought by an extremely sophisticated Operating System) while being able to cover long distances fully loaded with reduced fuel consumption and CO₂ emissions.

The automobile used by the Japanese delegation attending the 2015 United Nations Conference on Climate Change ('COP21') in Paris, the most ecological Compact-SUV in Germany ("Auto Test Sieger in Gruen") for "Auto Test" and "Oekotrend" magazines in 2015, 2016 and 2017, family car turned hyper-mile performer in Switzerland in 2014**, or used by a shepherd in Wales to check on his flock as they were lambing - it was so quiet and didn't upset the pregnant ewes, Outlander PHEV is now clearly positioned as MMC's techno-flagship, its plug-in hybrid electric architecture itself a core element of MMC's product strategy.

Amid heated debates in Europe about the future of Diesel and more generally the place of the automobile in society, this 100,000th milestone vindicates Mitsubishi Motors ambition to offer new frontier propositions for those who want to embrace change ahead of the game.

** After 700.2 kilometers, incl. 19% or 133 km on highways, 13,800 meter elevation gain/loss and 14 mountain passes, Swiss hyper-miler Felix Egolf only used 40.55 liter of petrol. Overall, the fuel consumption averaged 5.79 l / 100 km plus 1.3 kWh / 100 km.

MITSUBISHI Outlander PHEV in Europe (MME34)

The Figures

- **Top 10 EU Markets – cumulated sales** (Oct. 2013 to Dec. 2017):

-	MME34 Grand Total	100,097 units
1	- The United Kingdom	34,108 units
2	- The Netherlands	25,399 units
3	- Norway	13,429 units
4	- Sweden	9,957 units
5	- Germany	6,743 units
6	- France	2,580 units
7	- Spain	1,941 units
8	- Switzerland	1,321 units
9	- Portugal	795 units
10	- Belgium	725 units
