

Mitsubishi's ASX And Pajero Top Their Class In The Wheels Magazine Awards

The new compact SUV by Mitsubishi, and an old favourite, the Pajero 4WD, are still wowing judges.

October 25, 2010 (FPRC) -- Mitsubishi Motors Australia Limited (MMAL) has placed well in Wheels Magazines Gold Star Cars awards 2010 seeing the ASX and Pajero receive first place and Lancer VR Sportback and Lancer VRX receive second place in selected categories.

The Wheels Magazine judges evaluated each vehicle against a range of criteria including warranty, service interval, fuel economy, service prices, purchase price, retained value, safety, driving experience, insurance and cross-class comparison.

Mitsubishi Motors Australia Limited (MMAL) Vice President of Brand and Marketing, Paul Unerkov, was pleased with the success of our products in the Wheels Magazine awards.

'It gives me a great sense of pride to see our newest compact SUV achieve first place in the Gold Star Cars awards and of course our sturdy Pajero, recognised for its alluring rugged charm,' said Mr Unerkov.

Mitsubishi's ASX AWD turbo-diesel received first in the Compact SUVs category ahead of the Hyundai iX35 and the BMW X1 for its fuel efficiency, sharp pricing and attractive styling. An overall score of 81.87 resulted from the ASX's warranty cover and five-star safety rating as well as its cheap fuel bill of as low as \$1034 per annum and 5.9 litre per 100km economy figure.

The Pajero GLS 3.2 CDi also topped its class with first place in the 4WD segment ahead of the Toyota Prado and Land Rover Discovery. Recognised for its reasonable \$62K purchase price, 9.2 litre per 100km turbo-diesel thrift and five-year warranty, the perennial off-road workhorse was a well deserved winner.

'Small under \$26k' and 'Sedan/hatch \$26-31k' saw Lancer take home second place in both categories. The VR Sportback for the former, scoring maximum points for active and passive safety equipment and the VRX for the latter offering confidence to buyers and representing low-maintenance motoring.

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--ABOUT MITSUBISHI--

Mitsubishi Motors Australia is part of the global Mitsubishi Motors organisation and is fully owned by Mitsubishi, one of the world's largest companies.

The company's history dates back to 1870, when Mitsubishi's Japanese founder, Yataro Iwasaki, started a shipping company with three steamships. The company grew from strength to strength and, in 1914, registered the Mitsubishi three-diamond trademark. This symbol embodies more than 130 years of tradition, and has earned the confidence and trust of customers all over the world.

Mitsubishi takes great pride from knowing that more than 11 million people from around the world have chosen to drive a Mitsubishi vehicle. There are Mitsubishi dealers in more than 200 sites across Australia. These professional and knowledgeable dealers help owners ensure their Mitsubishi car is always looked after by fully-trained Mitsubishi technicians, using genuine Mitsubishi parts that meet stringent global standards.

Mitsubishi works hard to develop award winning new cars and automotive technology.

If you would like to know more about the new ASX compact SUV or Mitsubishi's famous Pajero see the Mitsubishi website.

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