

Thai Government And Mitsubishi Motors Agree On Joint Study For Testing i-MiEV And Electric Vehicles In Thailand

With a focus on reducing environmental impacts, the Thai Government is embracing the iMiEV electric car by Mitsubishi and has created an Electric vehicle Project.

December 16, 2010 (FPRC) -- Mitsubishi Motors Corporation (MMC) and the government of Thailand announced today that they agreed to start joint study for fleet testing of electric vehicles (EV).

MMC, through its local producer and distributor Mitsubishi Motors Thailand (MMTh), will begin initiatives for future market introduction of the i-MiEV new-generation EV.

Meanwhile, the Thai government will move forward with its Electric Vehicle Project, creating an integrated organization with related ministries and government agencies under the direction of the Ministry of Industry (MOI).

The Thai MOI has already been aiming towards advancement of EVs as part of its policies to expand the Thailand automobile industry, however through the start of this EV joint project with MMC, the MOI moves forward with specific testing for the popularisation of EVs, through use of the i-MiEV, researching the acceptability and marketability of EVs in Thailand, setting up user support systems, and expanding charging infrastructure.

MMC President Osamu Masuko celebrated the move, mentioning 'This joint EV study project with the Thai Ministry of Industry is a happy occasion for both Mitsubishi Motors and Mitsubishi Motors Thailand. I would like to express my sincere gratitude to the Minister of Industry, who recently gathered a group consisting of the Ministry of Industry, the Board of Investment, the Thai Automotive Institute, and other concerned authorities to act as an advisory board for the project.

'The popularisation of EVs in Thailand will not only contribute to the reduction of environmental burdens, but I also firmly believe that the popularisation of EVs in Thailand will be an important aspect in bolstering Thailand's competitive edge in the next-generation vehicle industry.'

MMC is currently selling the i-MiEV in Japan, Hong Kong, Australia and European markets. In addition, MMC is already collaborating on initiatives to promote the popularisation of EVs centered on agreements with various governments including the governments of the Principality of Monaco, Iceland, Denmark, and Singapore, among others.

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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 iMiEV electric car or the compact SUV, the new ASX, see the Mitsubishi website.

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Keywords

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