

## **Mitsubishi Motors Lineup At The 2011 Geneva International Motor Show**

*Check out Mitsubishi's new small car at the Geneva International Motor Show 2011.*

January 19, 2011 (FPRC) -- Mitsubishi Motors Corporation (MMC) will unveil the Mitsubishi Concept Global Small (show model) at a global premiere during the 81st Geneva International Motor Show. The Concept Global Small is a concept car based on the ideas 'compact', 'affordability', and 'high fuel efficiency.'

MMC will display a total of 12 vehicles (six during press days), including vehicles already on sale in Europe, at the Geneva International Motor Show, March 1st to March 13th at the Geneva Palexpo exhibition and conference complex (opening to the general public on March 3rd). The vehicles on display will be in addition to the 100 per cent electric i-MiEV, of which approximately 2,500 units (\*1) have been shipped to Europe in the three months since start of production and shipment in October 2010.

\*1: This number includes Peugeot iOn and Citroën C-ZERO.

The Mitsubishi Concept Global Small is the concept model of the compact passenger vehicle that is planned for production from March 2012 at MMC's new, third factory in Thailand.

The Mitsubishi Concept Global Small features qualities inherent in a compact car such as good maneuverability and easy operation. This is accomplished in a highly efficient package that can comfortably seat five adults. In addition, the Mitsubishi Concept Global Small achieves top-of-class fuel efficiency, with CO2 emissions in the mid-90g/km range due to:

- \* Usage of an idling stop mechanism
- \* A 1.0 – 1.2L class compact engine equipped with a regenerative braking system
- \* Weight trimming to the most complex parts
- \* Reduced running resistance in the engine, new-generation CVT, brakes, and tyres
- \* A body shape that greatly reduces aerodynamic resistance

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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 Cars or a Mitsubishi commercial vehicle see the Mitsubishi website.

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### **Keywords**

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