



Bangkok International Motor Show 2023

Takao Kato, president and chief executive officer, Mitsubishi Motors Corporation

Sa was dee krub. Thank you for coming to the Mitsubishi Motors booth.

At Mitsubishi Motors, we produce cars that are eco-friendly and that provide safe, secure and comfortable ride in any weather or road conditions.

Now, 2023 is an extremely important year for Mitsubishi Motors. We are going to accelerate our growth in the ASEAN region by launching new models – namely, the all-new Triton pickup truck and a new compact SUV.

The Triton is our global strategic model and the number one selling product in our current lineup. Out of all the markets, the Triton is sold the most here in Thailand. Also, Thailand is the production base for the Triton, where it is produced and exported globally. We are very grateful for the support of the government, media and the people of Thailand who are making it possible for the Triton to contribute to Thailand and customers around the world.

That is why we believe that Mitsubishi Motors' most important mission this year is to achieve success with the all-new Triton.

Today, I'm very pleased to unveil the concept car of the all-new Triton here in Thailand.

Mitsubishi Motors' history of pickup trucks began 45 years ago with the Forte. Later, it evolved into the Strada and has continued to the sixth generation Triton which we will soon launch.

The first generation pickup was offered with a four-wheel-drive model, which balanced road handling capabilities on rough surfaces and comfort on paved roads. It was the pioneering model for the four-wheel-drive Mitsubishi vehicles – the legendary Pajero and Delica – and its strengths have been passed down and enhanced in later generations.

As working cars, pickup trucks need to offer high reliability and off-road capability so that users can deliver cargo to their destinations and accomplish their daily work safely.

On the other hand, pickup trucks can also be used for personal enjoyment, so they need to be easy to drive, comfortable, and practical for outdoor leisure activities. They also need to provide reliability and peace of mind so that users can drive with confidence in any weather or road conditions.

To meet these high requirements for both professional and private users, the all-new Triton has not only gone through in-house testing with strict standards but also has been tested in various environments around the world.

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Moreover, we have leveraged the expertise we have gained over the years from participating in motor sports such as the Dakar Rally. We have built on Mitsubishi Motors' strengths including steering stability and off-road capability to develop production models that can be enjoyed safely in any weather or road conditions.

I, myself, went on a test ride on an off-road track in Hokkaido and experienced first-hand the powerful driving, reliability and sense of security offered by the all-new Triton. Its development is proceeding in a good shape, and it is now going through final touch-ups in preparation for its launch.

So today, we will show you the concept car of the all-new Triton, which also offers a glimpse of its rally car version.

Now then, here it is. The Mitsubishi XRT Concept.

The Mitsubishi XRT Concept features elements pursued by the all-new Triton. With the signature lighting resembling the sharp gaze of a hawk, the front face shows a fierce expression that emphasizes the car's impressive presence. The robust hood and bold horizontal styling combine with front and rear over fenders and mud-terrain tires to showcase the dynamism of the rally car as it dashes across the terrain.

To symbolize the vehicle's powerful performance, the body features a black and silver camouflage design inspired by lava rocks packed with condensed energy. To express our passion for driving, the body side is accentuated by Ralliart's brand icon – the 10 parallel lines – which shines brilliantly when hit by light.

In last year's Asia Cross Country Rally, Team Mitsubishi Ralliart, to which Mitsubishi Motors provides technical support, won first place overall and proved Triton's outstanding reliability and road handling. This year, the team is preparing to participate with the all-new Triton to win a second straight victory.

The launch of a new model is just a start, not the goal. Ideas to improve performance and quality that were born through our participation in rallies will be reflected not only in future Triton models but also across a broad range of Mitsubishi vehicles.

Mitsubishi Motors will continue to push toward further growth by launching the all-new Triton in Thailand and around the world, by entering the Asia Cross Country Rally with the new Triton, and also by putting a new compact SUV on the market.

Please stay tuned to Mitsubishi Motors.

Thank you.

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