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PRESS RELEASE

Mitsubishi Motors Celebrates 200 000 PHEV Sales in Europe

- September 2021: more than 200 000 Mitsubishi Plug-in Hybrid SUVs sold in Europe since 2013.
- Pioneering Outlander PHEV launched in 2013 reached 196 870 units*, making Outlander PHEV the all-time top selling PHEV model in the region to date**.
- Eclipse Cross PHEV, first launched in Spring 2021, totaled 5 943 units*.

Almost exactly nine years after the World Premiere of the pioneering Outlander PHEV at the 2012 Paris Motor Show, and eight years since starting sales in Europe, Mitsubishi Motors passed the cumulative 200 000 PHEV unit sales milestone in Europe in September, with the help of the recently-launched Eclipse Cross PHEV.



Outlander PHEV



Eclipse Cross PHEV

Mitsubishi Motors' EV-based twin-motor 4WD Plug-in Hybrid technology, now in its 3rd generation, features the brand's unique Super-All-Wheel-Control system and is among the most advanced in the industry.

The 200 000 unit sales milestone Europe is the latest in a long list of achievements, both regional and global, underlining Mitsubishi Motors' PHEV SUV leadership since series production began in 2013.

Frank Krol, President and CEO of Mitsubishi Motors Europe said:

"After Outlander PHEV and now the Eclipse Cross PHEV, Mitsubishi Motors' PHEV technology is recognised as among the most advanced and reliable in the market – which is confirmed by the long-term sales success. To have sold over 200 000 units since the European launch eight years ago is a tremendous achievement for the brand, especially as Plug-in Hybrids are only now becoming mainstream in the market."

**Mitsubishi Motors internal data, cumulative retail sales Europe (excl. Israel, Ukraine) to end-September 2021.*

*** PHEV retail sales data according to MarkLines (Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, NL, Portugal, Spain, Sweden, Switzerland, UK).*

Mitsubishi Motors Electrification Milestones:

- 1966: Start of EV R&D
- 1971: First Mitsubishi EV (Minica EV)
- 1994: First Mitsubishi EV-based PHEV demonstrator
- 2009: i-MiEV – Industry's first global EV in series production
- 2009 & 2011: Concept PX-MiEV & Concept PX-MiEV II show cars
- 2012: Outlander PHEV world premiere (Paris Motor Show)
- 2013: Outlander PHEV start of sales (Japan and Europe)
- 2013 to 2019: Outlander PHEV – best-selling plug-in hybrid in Europe
- 2019: Outlander PHEV – best-selling plug-in hybrid globally
- 2020: Outlander PHEV – best-selling plug-in hybrid SUV in Europe
- 2021: Eclipse Cross PHEV launched.
- 2021: September: 200 000th PHEV sold in Europe.

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