

MITSUBISHI
2006 NAIAS AUTO SHOW

DAVE SCHEMBRI COMMENTS

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1. Thank you Mr. Harunari and good morning.

2. DELETED

3. Well, Mitsubishi is in the throes of its most exciting product offensive in the history of the company.

And we all know that in this business – success ultimately comes down to product, product, product.

4. And that is our focus.

5. There are thousands of consumer products in today's global commerce. But for most of us, our automobile is our most treasured commodity. We get excited about what we drive. In most of us, it expresses an emotional and personality trait of who we are.

6. What we like to talk about is the essence of the Mitsubishi brand. As I said we are right in the middle of our product offensive, launching six new vehicles in under three years – two last year, one today, and three more to come. It's an exciting time for Mitsubishi.

7. DELETED

8. DELETED

9. DELETED
10. But how do we capture buyers when so many brands of cars on the road look and drive like all the others?
11. Brands have to mean something to customers. And our products must capture that unique meaning for our brand.
12. It's not hard to find the essence of the Mitsubishi brand. Pure emotion! From our unique, bold, expressive designs to the exhilaration of our performance.
13. Mitsubishi started in America with a turbocharged sports coupe, the Cordia. We followed that with the Starion sports car, then Eclipse, Galant VR4 and the amazing 3000 GT ... right up to our current rock star, the Lancer Evolution. Few brands have so many athletes in the family tree.
14. JOINED WITH 13
15. JOINED WITH 13
16. Yes, emotion IS the essence of Mitsubishi. A brand that delivers in every way to our new mantra "Mitsubishi, Driven to Thrill."
17. DELETED

18. “Driven to thrill” is much more than a tagline. From employees and customers who road-race their Evo’s on the weekend ... to the first-ever U.S. line of Ralliart performance parts ...Mitsubishi is going pedal-to-the-floor on “thrill.”
19. A lot of brands claim performance. So we looked deeper. We’ve been selling cars built in the U.S. for more than 15 years. We have a huge commitment to this market. But we found that U.S. consumers in general, have an extremely positive opinion regarding Japanese products. So, while many of our competitors have almost hidden from their Japanese heritage, we decided to celebrate our heritage.
20. There’s even more to the story ...
21. Japanese pop culture is a growing influence here in America. From anime and manga to music, movies and fashion. And of course, food! Sushi is now an American staple. Japan culture is cool, it’s hip. And Japanese products are seen as high quality and outstanding value.

22. With great creative work, we're connecting to Japanese pop culture influence with a new branding theme we call "J.Cool."

It's cool to be a Japanese brand.
It's cool to be Mitsubishi.

23. With "Driven to thrill" made distinctive with the J.Cool look we've aligned our marketing with our brand identity. You saw that come together with the Eclipse TV spots last summer, especially the one featuring Taiko drummers. You saw them again today. Those drums and that ad received a lot of attention--and helped make the Eclipse launch a huge success.

24. DELETED

25. Great advertising is just one part of our new marketing direction. We also found that our customers are looking for unique and exciting experiences.

26. So to help launch the new Raider midsize pickup truck last fall, we took J.Cool to the most American of fall activities – the tailgate party. We brought the sushi, and we brought the tailgates.
27. And thousands enjoyed the Raider on their home turf.
28. DELETED
29. We know that to be successful, marketing must be relevant to the customer. Last fall, when everybody else was holding employee sales, we asked, “What’s most important to the customer right now?”
30. With gas hitting three dollars a gallon, we had our answer. We came up with “Gas comes standard.” And you might say we struck oil. The program was relevant, created a buzz, and was copied around the industry.
31. Marketing is fun to talk about, but what about the results of our new campaign? Well, brand awareness is at an all-time high and consideration is increasing.

New graphic here

32. As Rich mentioned, 3 out of the last 5 months our sales results exceeded the previous years. We're looking forward to continuing this positive trend as we launch new products – so let's take a look at them.

33. DELETED

34. DELETED

34.1. Mitsubishi Motors is active in environmental issues and is researching alternative power technologies with promising performance advantages. The innovative new technology you will see in our concept is called MIEV – which stands for Mitsubishi In-wheel motor Electric Vehicle. Take a look at a design that proves hybrids can be exciting performance cars!

(VIDEO & REVEAL OF CONCEPT CT)

35. This is Concept CT. It stands for Compact Technology ... a small car with big ideas for the future.

36. You can clearly see the Mitsubishi DNA in this car's taut lines. We're proud to tell you Concept CT was designed in our California studio just like the Eclipse and Raider.
37. DELETED
38. DELETED
39. In the Concept CT, a small gasoline engine generates electricity for an electric motor in each wheel. MIEV gives our designers the freedom to explore new kinds of vehicle architecture. And it provides computer-controlled all-wheel drive. We think it can yield big improvements in performance and handling.
40. The interior is no less amazing, in design and features. Take a look at the futuristic instrument panel and the cool electronics.
41. DELETED
42. We can't say exactly when you'll see something like Concept CT in Mitsubishi showrooms. But rest assured, we're very excited about the possibilities, and we think our customers will be, too.

43. We have something very special for the more immediate future. Last spring, we launched our fourth-generation Eclipse coupe to glowing reviews. And customers love it. It's the Mitsubishi signature vehicle.
44. Now comes the next exciting chapter for Eclipse. Let's take a look.

**(SPYDER "PRE-REVEAL" VIDEO,
FOLLOWED BY REVEAL, AND THEN THE
PRODUCT FEATURE VIDEO WITH VOG
SCRIPT)**

45. Now, that is a car for people who believe in love at first sight ... This is a car that says "come fly with me" – an invitation for an unbelievable adventure.
46. The new Spyder really shows you how we're thinking at Mitsubishi. For example, we refused to compromise the coupe's concept car styling. So as you saw, its roof automatically disappears under a powered tonneau cover -- just like you'd see on a high-end convertible, costing thousands more.

47. But Eclipse Spyder is an attainable exotic. It will start under \$26,000. And in it, the driver will feel like a million bucks from the way it drives to the way it looks (and everyone stares). Wait until you drive it – you can have a top down experience in 19 seconds – less time than a traffic light changes..
48. That is what our customers expect from Mitsubishi. They refuse to blend in. As I eluded to earlier, plenty of brands offer cars for the Witness Protection Program. Mitsubishi will not be one of them. Our mantra is Driven to Thrill. Our customers expect nothing less.
49. Thank you for being here.
50. Now, I invite you to join me and my colleagues for a closer look at the Concept CT and the Eclipse Spyder.