



Draft remarks for Dan Sims for 2006 New York Auto Show  
Submitted by Jim Koscs, AudaMotive Communications, Inc.  
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Thank you Mr. Nishioka, and thank you all for being here.

As you heard, Mitsubishi is marking its 25<sup>th</sup> year in the always interesting -- and often challenging -- U.S. market.

I've been involved with the company for nearly 21 of those years, starting as a Chrysler employee. We cooperated on many vehicles long before the term "globalization" became popular.

I was there for the first and second-generation Eclipse and the 3000 GT and Dodge Stealth. That twin turbo, 4-wheel drive sports car really told the market what Mitsubishi was all about. It offered the performance of a 4-wheel drive Porsche 911 for a whole lot less money.

In retrospect, that wasn't a surprise coming from Mitsubishi. Our "Driven-to-Thrill" tagline may be recent, but you could say we launched in the U.S. at full boost with cars like the Cordia Turbo and the Starion sports car.

About the time I joined Mitsubishi in 1991, we had the Galant VR4. Imagine ... a turbocharged, all-wheel drive compact sedan with a rally car in its DNA. We were a little ahead of our time with that one ... we were just warming up the market for the Lancer Evolution!

As I work on global design projects for vehicles five years into the future, I never lose sight of our mission to bring what makes Mitsubishi special to each of them.

Speaking of the future, let me direct your attention to this car to my (left? right?). Making its American debut, I present the Mitsubishi Concept X.

Some in the media have speculated that Concept X is the next-generation Lancer Evolution. I can tell you that Concept X does predict a lot of what you'll see when that car debuts in early 2007.

The next Evo will feature many of the design elements of Concept X, as well as the basic packaging. And it's no secret that the next Evo will come to market with a version of the legendary 2.0-liter MIVEC turbo engine. And yes, there will be a 6-speed transmission with steering wheel paddle shifters.

The new Evo will debut an entirely new drivetrain concept unlike anything you've seen from Mitsubishi before. We call it Super All-Wheel Control, and advanced 4-wheel drive is just one part of it.

Super All-Wheel Control is a road-to-roof philosophy that combines a rigid body structure with lightweight components, advanced drivetrain and handling dynamics, and specially tuned suspension. The result will be outstanding control and driving fun on any road.

Mitsubishi recently won its sixth consecutive Dakar Rally, so we know a thing or two about the power and control.

In case you're wondering ... our media invitation was not a misprint ... we are not here to introduce the new Evo ... just yet.

However, the very same global platform that will underpin the next Evo will come to the U.S. this fall ... cleverly disguised as a compact sport-utility vehicle.

Ladies and gentlemen, introducing the all-new 2007 Mitsubishi Outlander ...

## **Reveal**

**Cue product video.**

**Video fades out ...**

The all-new Outlander shares only its name with the current model. It's larger and roomier, more powerful and more fun to drive. We've greatly increased interior flexibility, and Outlander will offer user technology commonly seen on more expensive models.

Outlander is ready to compete with the best in what has become a pretty hot segment. We expect the compact SUV segment to hover in the 950-thousand annual sales neighborhood. With Outlander, we plan to capture a bigger slice of that market than we have with the current vehicle.

We'll do that by offering compelling performance, style and value, along with a number of features that competitors don't yet offer.

Let's start with the design. Outlander introduces a new design language for Mitsubishi. Not a drastic departure from what we've done before, but more an evolution – and a major step in solidifying our global brand identity.

We infused the new Outlander design with sport sedan attitude. The lines are clean and sharp, anchored by a “diamond cut” front end and sculpted fender flares. We carried the sporty design inside, too. The contoured front seats and motorcycle-style gauges suggest “sport sedan” more than “sport-utility.”

And that's a big reason we brought along the Concept X today. At first glance, a rally-bred super sedan like the next Evo might seem the farthest thing from a compact SUV. But look beneath the surface metal of both vehicles, and you'll see striking similarity.

As I mentioned, both vehicles are built around a new global architecture that will host more exciting models for several years to come. The key to this strategy's success is pretty simple: we optimized the platform for its maximum performance application, and the performance DNA will benefit everything else that we build on it.

We started with a super-rigid structure, as you'd expect these days. I don't think any company purposely tries to build a car to feel like al-dente pasta. But as you know, some new vehicles don't always live up to lofty claims for rigidity. I can assure you that the only thing flexible about Outlander is its interior design – which I'll speak to in a few moments.

Outlander is built to premium-platform standards. You will feel its solidity on the first rough road surface you encounter. And you'll appreciate how we made that solidity work in the first curve.

With this new platform, we use more high-strength steel, plus the biggest piece of aluminum on any compact SUV – the roof.

With a lighter roof, we could reduce body roll without making the suspension too stiff. That enabled us to offer 18-inch wheels, because we knew they can enhance handling without making the ride feel like ... well ... an SUV.

We think that's a big deal in this segment, where a lot of buyers are coming out of sporty coupes and good-handling sedans. The last thing they want is sloppy handling or a tippy feel. They don't want to compromise, and Outlander won't ask them to.

The aluminum roof is part of our All-Wheel Control philosophy for Outlander. As I mentioned with the Concept X, this is a road-to-roof approach to optimizing a vehicle for best performance.

Component sets will differ between Outlander and the next Evo. Outlander will offer multi-mode electronic 4-wheel drive as an option. But All-Wheel Control means more than driving all four wheels.

In fact, you can dial in the control you need right from the console – choose front-wheel drive for best economy in dry conditions; turn the dial to 4WD when the road gets slippery, and select 4WD Lock for snow or mud. In either 4WD mode, the system sends just the right amount of power to each wheel.

The 4-wheel drive is networked with standard Active Skid and Traction Control system and optimized for the Outlander's specially tuned suspension.

Outlander's suspension is basically what you'll see on the next Evo, although specific components and tuning will differ. It's an optimized MacPherson Strut setup in front, with strut tower bars to enhance lateral rigidity. In the back, Outlander has a multi-link suspension.

All that said, I would not try to convince you that Outlander is an Evo with room for mountain bikes. We designed Outlander to make a splash in its own segment, and that meant taking a hard look at how customers really use compact SUVs.

We know they expect responsive performance. And frankly, some of the standard 4-cylinder engines in this segment just don't cut it for many people. That's why the U.S. market Outlander will come standard with a 220-horsepower 3.0-liter V-6. This is an all-new engine, with an aluminum block, heads and oil pan.

The new V-6 features Mitsubishi Innovative Valve-timing Electronic Control – or MIVEC for short. That helps make it more responsive. For example, nearly 90 percent of peak torque is available at just 2,000 RPM.

A standard V-6 is a big advantage for Outlander. And it's the first in its segment to get Partial Zero-Emissions Vehicle certification for California.

Six is also the number of gears in the standard Sportronic automatic transmission – a first for the segment. With Sportronic, the driver can shift manually when desired. To emphasize Outlander's performance pedigree, uplevel models feature Sportronic steering wheel paddle shifters.

They're made from magnesium, which is lighter than aluminum and feels better to the touch. And by the way, we'll use these very same paddle shifters in the next Evo.

We think you'll find Outlander's well-rounded performance uncommon in the segment. But it is, after all, an SUV. So rest assured, we were just as attentive to utility and comfort.

Compact SUV owners really do load up their vehicles for ski trips, biking and at the home improvement center. They shuttle friends and family around. They tow trailers with snowmobiles, motorcycles and watercraft. In short, they use them as SUVs!

So we made Outlander more flexible. There's plenty of room for five ... or take along two more with the available underfloor-stowable compact third-row seat that folds flat into the floor. That's the required legal-ese for "has room for two smaller passengers."

In the second-row, 60/40 split fold-and-tumble seats recline for comfort ... or fold out of the way to open up a flat cargo floor.

The cargo floor is lower than before. And to make it really easy to load bikes and other big things, we designed something called the flap-fold tailgate.

Some SUV's have a split tailgate. That's a good idea, but not a great idea. Because we noticed some customers having trouble lifting things off the ground and through the open rear glass.

We've got a better solution. You can open the tailgate's main portion for loading most items. But when you need to slide something along the flat cargo floor, just flip a lever to lower the smaller bottom portion. When you do, an integral flap folds into place, so there's no gap between tailgate and body – just a clean, flat surface from tailgate to interior.

We didn't stop there. When the flap-fold gate is lowered, it's also a great seat for tailgating – it'll hold up to 440 pounds.

We think Outlander is one of the most useful SUV packages on the market. And we kept the word "useful" in mind when it came to user technology.

For example, the available satellite navigation system uses a hard drive for map storage – because that allowed us to use some of the drive capacity to hold electronic music files. Lots and lots of music files!

Mitsubishi customers take their music seriously. That's why Outlander offers the 650-watt Rockford-Fosgate PUNCH audio system and SIRIUS Satellite Radio.

And there's more ...

The available hands-free Bluetooth cellular phone interface includes voice recognition.

Outlander is family-friendly – you can equip it with a rear-seat DVD entertainment system featuring a big 9-inch LCD screen.

With FAST-Key, you can unlock the vehicle just by touching the door handle – no keys required.

And here's something you don't get anywhere else – the entire head liner surface is like a big Odor Eater – it's definitely a another segment first – and it's standard.

In Outlander, safety technology doesn't cost extra, either. The anti-lock braking system, advanced dual front air bags, front seat-mounted side-impact air bags and side curtain air bags are all standard. Outlander features generous standard equipment, plus the available luxury of leather seating surfaces, a power driver's seat and heated front seats.

As you read all the details about the new Outlander in our press kit, I'm sure you'll agree that we really did a lot of homework on this one. It's a complete package, with a balance of performance, flexibility, comfort and technology that add up to a stand-out vehicle.

Just as important, the 2007 Outlander opens a window into the future of Mitsubishi. You'll see further developments on this versatile platform and more variations on the design language ... all with our commitment to driver engagement, quality and value.

The 2007 Outlander arrives in Mitsubishi dealers in the fall. Right now, I'd like to invite you to come up for a closer look at the new Outlander – and it's supercar cousin, Concept X.

Thank you!

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