



2012 LANCER

MORE CONTROL THAN EVER

The All-New Lancer SE AWC is equipped with Mitsubishi's sophisticated All-Wheel Control (AWC) system, which controls power distribution to all four wheels for maximum traction; delivering dynamic acceleration while clinging to the road.



THE POWER TO TURN HEADS AND HEARTS

WITH ITS ATHLETIC PHYSIQUE AND BOLD BODY LINES, THE 2012 LANCER MAKES ITS PRESENCE FELT, ON AND OFF THE ROAD. RALLY-BRED, ITS UNIBODY CONSTRUCTION AND SPORTY SUSPENSION DELIVER UNCOMPROMISING PERFORMANCE, READY TO TAKE ON WHATEVER LIFE THROWS IN ITS WAY.

PERFORMANCE ON DEMAND

Go ahead and drive – the way you want. Powerful and fuel efficient, the 2012 Lancer caters to all driving styles. With Macpherson-strut, multi-link suspension, and advanced DOHC MIVEC aluminum block engine, the Lancer is capable of handling high performance driving – all in a sexy, sleek style. Lancer's vivacious heart will never skip a beat, so turn on the performance you want, when you want it.

TRIM LEVELS

DE	4-DOOR SEDAN, 5-PASSENGER 2.0L DOHC 16-VALVE MIVEC I4, 148 HP
SE	4-DOOR SEDAN, 5-PASSENGER 2.0L DOHC 16-VALVE MIVEC I4, 148 HP
SE AWC	4-DOOR SEDAN, 5-PASSENGER 2.4L DOHC 16-VALVE MIVEC I4, 168 HP
GT	4-DOOR SEDAN, 5-PASSENGER 2.0L DOHC 16-VALVE MIVEC I4, 148 HP



WANT TO KNOW MORE? VISIT MITSUBISHI-MOTORS.CA

HIGH PERFORMANCE AUDIO

Redefine your sound experience with the available Rockford Fosgate® premium sound system. High-performance 6-CD/MP3 player explodes with 710 watts of power that floods the entire interior with crystal-clear sound through nine, specifically-tuned speakers. And with six months pre-paid Sirius Satellite Radio, you will have the best in audio entertainment.



BLUETOOTH® 2.0 HANDS-FREE PHONE

Nothing integrates your compatible cell phone with your audio system better than Bluetooth® 2.0 hands-free cellular phone interface. The system employs voice recognition technology and steering wheel-mounted buttons for safer hands-free operation. Connect your iPod® or MP3 player with the available USB audio to enjoy your music library in premium quality.



The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc., and any use of such marks by Mitsubishi is under license. SIRIUS Satellite Radio Inc. 'SIRIUS', the SIRIUS dog logo and related marks are trademarks of SIRIUS Satellite Radio, Inc.



THE CENTRE OF ATTENTION

Beyond the sleek surface of the Lancer's striking good looks looms a well-appointed interior, spaciouly designed to comfortably accommodate five adults. Up front, the tight curves of the cockpit command attention with its attractive instrument display. To complement its sporty console, stylish bucket seats, upholstered in high-quality sport cloth or leather, are bolstered for performance driving. All interior materials have been thoughtfully chosen to enrich the Lancer's aesthetics while ensuring durability to keep their appeal through years of ownership. An additional measure of comfort comes from the available heated seats and steering wheel mounted controls.

SAFETY IN NUMBERS

For your peace of mind, we've armed the Lancer with an abundance of the most advanced active and passive safety features in the industry. Equipped with a standard 7-airbag SRS system throughout, 4-wheel Anti-lock Brakes with Electronic Brakeforce Distribution (EBD), Brake Override System (BOS) and Active Stability Control (ASC), you will have the confidence of knowing you're more than protected. With so many standard significant safety features, it's no wonder the Lancer has been chosen as a top safety pick by the Insurance Institute for Highway Safety.*



ALL-WHEEL CONTROL (AWC)

At a push of a button the All-New Lancer SE AWC is further complemented by a three mode, electronically controlled All-Wheel Control system. With driver selectable 2WD, 4WD on demand and 4WD LOCK controls, the Lancer's intuitive AWC system gives you the control to flawlessly handle any challenging road conditions ahead.



SPORTONIC PADDLE SHIFTERS

Lightweight, racing-inspired magnesium paddle shifters on Lancer GT and SE AWC offer real hands-on performance. Just like the Lancer Evolution in Sportronic® mode, pull the right paddle to upshift the Continuously Variable Transmission (CVT) and the left paddle to downshift.

* The 2012 Lancer 2WD has earned the IIHS Top Safety Pick award in the United States. The Top Safety Pick recognizes vehicles that have electronic stability control and earn the highest rating for front, side, rollover, and rear crash protection – all of which is standard on the Lancer.



CONVENIENT FAST-KEY SYSTEM

The available Fast-Key provides exceptionally easy access. When it's within less than a metre (2.5 feet), you can unlock the doors by simply pushing the button on the handle or the trunk. The vehicle can also be started with the keys conveniently tucked away in a pocket or purse.

TRIM

DE



SE/SE AWC

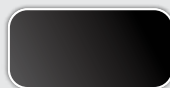


Colour-keyed rear spoiler standard on SE AWC Trim only

GT



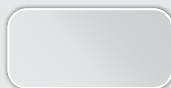
COLOURS



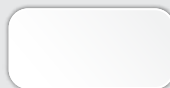
Tarmac Black Pearl
Black Interior²



Titanium Grey Metallic
Black Interior²



Apex Silver Metallic
Black Interior²



Wicked White
Black Interior²



Rally Red Metallic
Black Interior²



Octane Blue Pearl¹
Black Interior²

¹Not available on DE
²Leather available on GT

10 YEAR
160,000 km
POWERTRAIN LTD WARRANTY**

**BEST BACKED CARS
IN THE WORLD®*****

Technical data, equipment and options shown are based on the latest information available at the time of printing and are subject to change without notice. Colours may vary due to the printing process. Exterior and interior lights on vehicles shown may be illuminated for illustration purposes only. Vehicles are shown with optional equipment or images may be international models shown. Not all equipment is available on every model. For complete details about equipment configuration and Mitsubishi Genuine Accessories, please contact your Mitsubishi Retailer. ©2011 Mitsubishi Motor Sales of Canada Inc.

** See Mitsubishi Retailer for Limited Warranty and Roadside Assistance terms and conditions.

*** Best backed claim does not cover Lancer Evolution and RALLIART models. Lancer Evolution and RALLIART models include a 5-year/100,000 km powertrain limited warranty, 3-year/60,000 km new vehicle limited warranty and 5-year/unlimited km roadside assistance.

For a complete list of features, technical specifications and options visit www.mitsubishi-motors.ca

2012 LANCER

DE	SE	SE AWC	GT	KEY FEATURES, TECHNICAL SPECIFICATIONS & OPTIONS
			•	Fog lights
	•	•		Remote keyless entry
			•	Fast-Key electronic entry and starting system
	•	•	•	Air conditioning – automatic climate control on GT
•	•	•		140W AM/FM/CD/MP3 audio system with four speakers
	•	•	•	Bluetooth® 2.0 hands-free cellular phone interface with streaming audio and USB input with voice control
			•	710-watt (maximum) Rockford Fosgate® high-performance 6-disc CD/MP3 audio system, nine speakers
	•		•	Power glass sunroof with shade and tilt feature
•	•	•	•	"ECO" mode / Gear Shift change indicator
•	•	•	•	Brake Override System (BOS)
	•	•	•	Heated front seats
			•	Leather seating surfaces
	•	•	•	Colour-keyed rear spoiler
	•	•		Lower front grille chrome surround
			•	Leather wrapped steering wheel, shift knob and parking brake lever
•	•		•	2.0L L4 engine, 148 hp @ 6,000 RPM/145 lb.-ft. @ 4,200 RPM
		•		2.4-Litre DOHC MIVEC 16-valve 168hp @ 6,000 RPM/167 lb.-ft. @ 4,100 RPM
•	•		•	5-speed manual transmission
•	•	•	•	Continuously Variable Transmission (with Sportronic magnesium steering wheel paddle shifters for GT and SE AWC)
		•		AWC system with driver selectable 2WD, 4WD on demand and 4WD LOCK
			•	Colour LCD multi-information display
OPTIONAL PACKAGES				
	•			Sun and Spoiler Package
				• Standard • Package