



Celebrate tomorrow today

For more than 30 years, Mitsubishi Motors has been building a better tomorrow. Where city streets are free of air and noise pollution. Where vehicles are powered by electric, and not petrol engines. Mitsubishi i-MiEV is everything you ever thought possible. An all-electric vehicle that can be charged through your household power supply, creates zero drive-time emissions and is whisper quiet. All whilst providing

the creature comforts you would expect of any modern day vehicle. The i-MiEV is a vehicle which is no longer a concept of the future but now a reality thanks to Mitsubishi's innovative forward thinking technology. It's the first volume production all-electric vehicle available in Australia and it will change the way you think about driving forever.



LOVE THAT CAR

Here at Mitsubishi, we love our vehicles, we love their superior quality, what they stand for, and what they're capable of. i-MiEV's revolutionary innovations perfectly embody Mitsubishi's core values.



STREET PRESENCE

We'll design attention-grabbing vehicles with real street presence and genuine performance.



ADVANCED TECHNOLOGY

Our ground breaking technology and research will continue to develop and focus on both drivers and their impacts on our environment. Technologies like our fuel efficient engines and the introduction of Mitsubishi Electric Vehicles.



DRIVER CONFIDENCE

We're committed to raising the bar in terms of safety, which gives peace of mind to all occupants. Our Mitsubishi Reinforced Impact Safety Evolution (RISE) body design remains at the heart of our vehicle safety philosophy.



SUPERIOR VALUE

We'll constantly strive to deliver the ultimate customer experience at all times. This is reflected by the Mitsubishi Diamond Advantage, by our feature-packed vehicles, and our ongoing commitment to making our vehicles more cost effective and fuel efficient.

Drive@earth

We're constantly looking for ways to help reduce our impact on the environment. Through electric vehicle technologies, reducing the environmental impact of our business activities, including manufacturing and sales, and even helping cultivate forests and woodlands.

Our research and development of EVs is a clear sign of our vision of a better tomorrow, where the earth is a cleaner, more pleasant place for all.

Electricity in motion

As the connection between cars, society and the environment becomes clearer, Mitsubishi Motors stands ready to clear a path to a new era in sustainable partnership. At the pinnacle of our environmental technology, is the zero drive-time emissions electric vehicle, a solution that will play an important role in the development of the next generation of Mitsubishi vehicles.

We believe that our technology and our passion for driving will help us lead the way to a new future for sustainable driving pleasure.



Power over petrol

Mitsubishi's highly efficient electric motors can be built smaller than gasoline engines, while still producing high torque at low revolutions.

The i-MiEV's small, lightweight, highly efficient permanent magnet synchronous motor provides sportier and quieter driving. This means i-MiEV is able to reach a top speed of 130km/h with up to 160km of range from a single charge, which is more than enough to cover all of your daily trips around town.

Because it's all electric, i-MiEV produces zero emissions while driving, meaning cleaner air, cleaner streets and a cleaner environment. And recharging is as simple as plugging your i-MiEV in when you get home or back to the office.

It's no wonder the i-MiEV was awarded the Environment Special Grand Prize at the 2010 International Automobile Festival in Paris.



Driving Change



The i-MiEV brings to life some of Mitsubishi's world-class innovations. Such as advanced lithium-ion batteries which can be fully recharged in under 8 hours, from a home power outlet.

While driving you can choose from three forward drive modes: Drive, for normal driving conditions and maximum power; Economy for efficient energy use; and Brake mode which uses regenerative braking to convert the vehicle's momentum into battery power particularly when driving down steep hills.

Always innovating and redefining, Mitsubishi developed the i-MiEV with no transmission, meaning far less energy is wasted transferring drive from the motor to the wheels. Even at low speeds you can feel the difference of direct power from the electric motor with no lag or delay.

The i-MiEV also includes ABS brakes for more control under heavy braking conditions and Active Traction Control to manage wheelspin in slippery conditions.

And all of these advanced technologies are carefully packaged in the super-strong cabin of the RISE body structure.



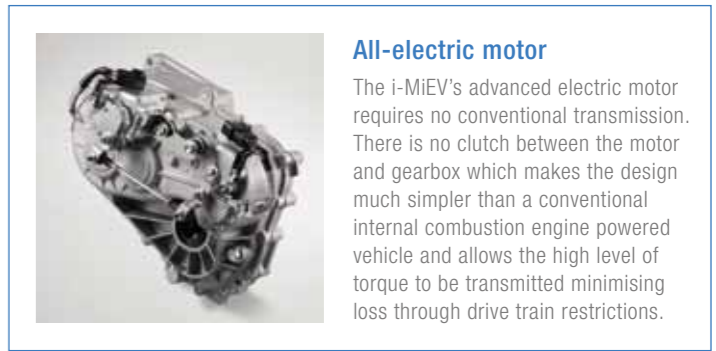
Power display
The MiEV Operating System constantly monitors battery performance including the amount of electrical power being supplied or generated. This monitoring is constantly reported back to the driver through the Power Display. When the needle is within the green zone, the power usage is economical. If consuming a greater amount of power the needle will move to the white zone. The blue zone indicates the battery is being recharged via regenerative braking.



*Range may vary depending on a number of factors including use of climate controls, driving style, road conditions, number of passengers and the condition of the vehicle.



Lithium-ion batteries
Lithium Energy Japan – a joint venture that draws on experience developing battery technologies for aerospace and commercial airliner applications – has developed a new, highly advanced lithium-ion battery specifically for automotive application. These batteries have extremely high energy density – meaning they are smaller, but more powerful, than before, and making them ideal for use in motor vehicles. Each i-MiEV is powered by 88 high capacity battery cells, delivering a storage capacity of 16kWh. Fully charged, they deliver i-MiEV a target range of up to 160km*. They can be recharged from a 15 Amp household power supply in approximately eight hours. Quickcharge outlets will provide an 80% charge in as little as 30 minutes.



All-electric motor
The i-MiEV's advanced electric motor requires no conventional transmission. There is no clutch between the motor and gearbox which makes the design much simpler than a conventional internal combustion engine powered vehicle and allows the high level of torque to be transmitted minimising loss through drive train restrictions.

The i-MiEV's motor is smaller, lighter and more efficient than a typical gasoline engine.
The lightweight electric motor generates 47kW of power and 180Nm, delivering instant maximum torque even at low speeds. The permanent magnet synchronous motor provides a regulated top speed of 130km/h while reducing on-road noise to little more than a whisper.
Plus, it's a good feeling to know the i-MiEV produces zero drive-time emissions.





Home charging is performed through the charging unit installed on the vehicle using a 240 V 15 Amp outlet as the power source.

A good look inside

The i-MiEV certainly doesn't cut any corners when it comes to comfort and safety. Driver and passenger airbags, power windows and air conditioning come as standard. While a Smart Key enables completely keyless entry and operation.

The i-MiEV's clever 2550mm long wheel base leaves a surprising amount of interior space for passengers and an ample sized rear luggage compartment.



- 01. Driver and passenger airbags
 - 02. Rear luggage compartment
 - 03. Power windows
 - 04. Four occupant capacity
 - 05. Quick charge lid lever
- Overseas model shown



The Smart Key allows you to lock and unlock i-MiEV's spacious interior when within 70cm of the doors and tailgate and you can also start the EV system simply by carrying the Smart Key with you in your pocket or handbag.

A sign of things to come

i-MiEV Sport

Based on the i-MiEV, the Mitsubishi i-MiEV Sport enhances the 'driving' image of electric vehicles. The car adopts new technologies developed by Mitsubishi Motors' to achieve high manoeuvrability and high levels of both environmental and running performance. The car brings a new closeness between people and cars – allowing them to become more a part of daily life.

i-MiEV Sport's 'fastback' exterior design expresses quickness with an appearance that's pleasing and lively, while the interior is sporty and dynamic as a result of the substantial use of mesh materials.

i-MiEV Sport performance is enhanced with one in-wheel motor placed at each front

wheel and a single motor driving the rear wheels, as is used in the i-MiEV system. To directly regulate torque at the left and right rear wheels a new E-AYC (Electric Active Yaw Control) system is employed.

Energy-saving environmental considerations are seen throughout the i-MiEV Sport including heat-absorbing window glass to increase efficiency of the air-conditioning system, Mitsubishi Motors' Green Plastic – a unique plant based resin technology is used wherever possible for interior components and power saving LED lighting is used on both the rear combination lamps and vehicle interior.





A glimpse of the future

Mitsubishi Concept PX-MiEV

The Mitsubishi Concept PX-MiEV is a new-generation concept car powered by the Mitsubishi Plug-in Hybrid System that balances high environmental performance with road performance. Mitsubishi Concept PX-MiEV's front and rear wheels are powered by two permanent magnet synchronous motors and is also fitted with a 1.6L DOHC MIVEC gasoline engine which can power the front wheels as well as work as a generator. The Mitsubishi Concept PX-MiEV also subscribes to the "Smart Grid" concept, allowing the owner to store electricity when

not on the road at night, and then use that electricity via the normal charging connector to power home appliances during the daytime when domestic electricity consumption is highest. When battery levels are depleted, the gasoline engine is deployed as a generator to replenish the charge at a predetermined level. A 100-volt AC auxiliary socket in the rear luggage compartment also allows the electricity stored in the drive battery to be used to power cooking or lighting equipment and other appliances when camping or engaged in other leisure activities.

The first to experience tomorrow

Mitsubishi Motors Australia congratulates these innovative organisations, as they become foundation customers of Australia's first volume production all-electric vehicles.



If you'd like to be involved in the future of motoring, express your interest at WELCOMETOTOMORROW.COM.AU



mitsubishi-motors.com.au



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