



"Purse, check. Makeup bag, check. Wallet, check.
Yep, forgot 'em all upstairs. Thanks for the reminder,
Mr. Spacious Yet Empty Armrest Console."

"I think I went to high school with her."

"Do you have to be a cop to
legally commandeer a vehicle?"



Not all features standard on every Endeavor. See specifications for details on optional equipment and accessories.

WE KNOW IT'S A LOT TO TAKE IN. The integrated roof rails, the audacious wheel wells, the privacy glass. Feel free to take a moment to collect yourself.

"Wow, that 3.8L V6 sure can growl. Or maybe the noise came from that guy. That's right, buddy, I'm on to you."

"Sure, take your time. Just chat away as you relax in your 10-way adjustable driver's seat. Pay no mind to the fact that the movie starts in three minutes. It's no big deal. Really."

"If I angle these just a little more to the left - Bingo! She is staring at me! This starving artist look is really working."



YOU WANT MORE? How about integrated fog lights, drive-by-wire throttle, Sportronic™ transmission, unibody construction, and full-time all-wheel drive. Sorry, was that too much?

Not all features standard on every Endeavor. See specifications for details on optional equipment and accessories.

"Cute. Funny. Nice SUV.
I wonder what's wrong with him?"

"Jeez, this thing drives great, and it's got a
315-watt seven-speaker stereo. I wonder if
I should tell her I'm the valet."

"Umm, little help over here?"



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FOR YOU NITPICKERS out there, it also has remote keyless entry, command position seating, and a rear multi-link suspension. Now leave those nits alone.



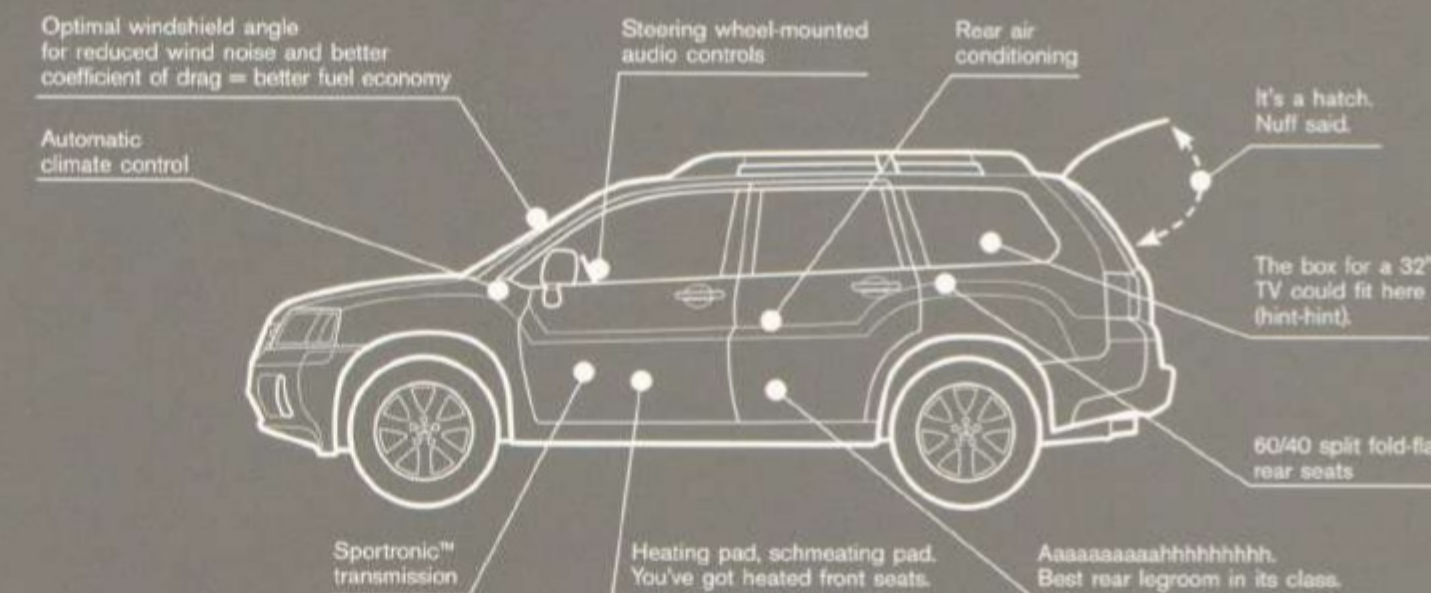
"Leather-trimmed seats. Climate control. Cup holder. The backseat is entirely underrated. Is that the right time? I should probably head back up to the apartment."

Not all features standard on every Endeavor. See specifications for details on optional equipment and accessories.

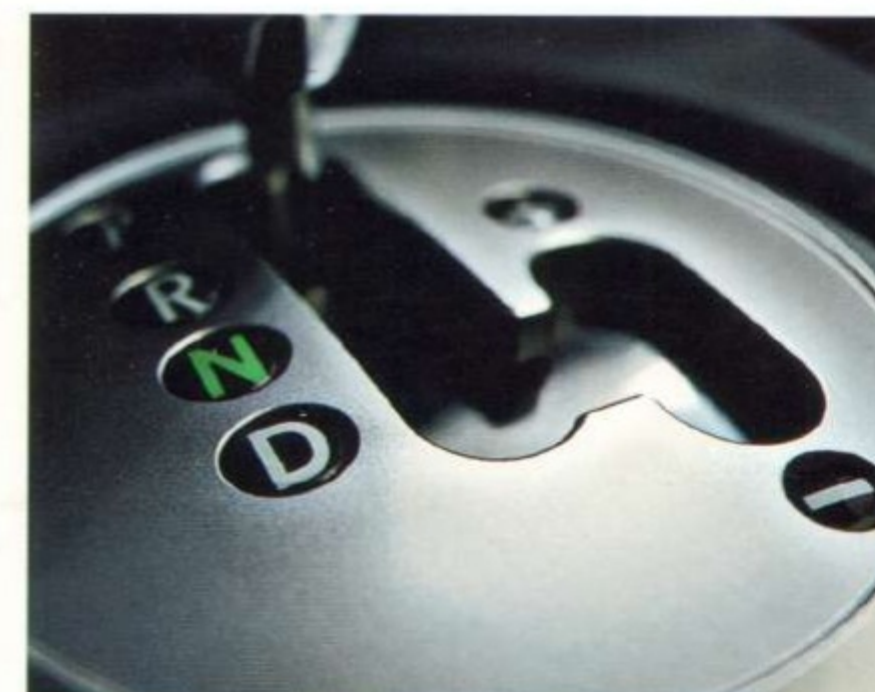
POWER WINDOWS, power front seats, power mirrors, power door locks. Are you noticing a common theme here?

Boasting more features than your neighborhood multiplex, the Endeavor comes prepared for almost anything. Relocation? The Endeavor's cargo area can fit the box for a 32" TV or a 4' X 8' sheet of plywood lying flat on its back. Hibernation? The Endeavor offers heated front leather-trimmed seats, a 315W Infinity® stereo with in-dash 6-CD changer, and an optional video entertainment system* with DVD player and overhead display. Information? The Endeavor offers a Tire Pressure Monitoring System and a color LCD information panel. And if you noticed any features we missed, feel free to relax in the power driver's seat, turn on the dual map lights, get a pen and paper out of the oversized armrest console and jot down a complaint.

*Available Fall 2003



TRUE FACT! If you think the Endeavor's center console looks like a home stereo, you'd be on the right track. From leather couch-like seating surfaces to the metallic finishes, the designers wanted to make the interior look and feel like an upscale apartment. A deluxe apartment, in fact. In the sky.



Not all features standard on every Endeavor. See specifications for details on optional equipment and accessories.

Why is it that most carmakers assume that SUV drivers need less acceleration than other drivers? Are SUV drivers less important? Do they have less on their agenda? Are they just a bunch of lazy ingrates who arrive whenever the heck they feel like it? Of course not. That's why we took our torque-rich, on-ramp-attacking 3.8L, 215-hp engine from the Montero and customized it for the lighter body of the Endeavor. We also included a drive-by-wire throttle with pedal-activated electronic control for more consistent engine response. And for those "hands-on" drivers we made our 4-speed Sportronic™ transmission a standard feature on every model. So you can still arrive fashionably late if you want to. You just can't blame it on owning an SUV.

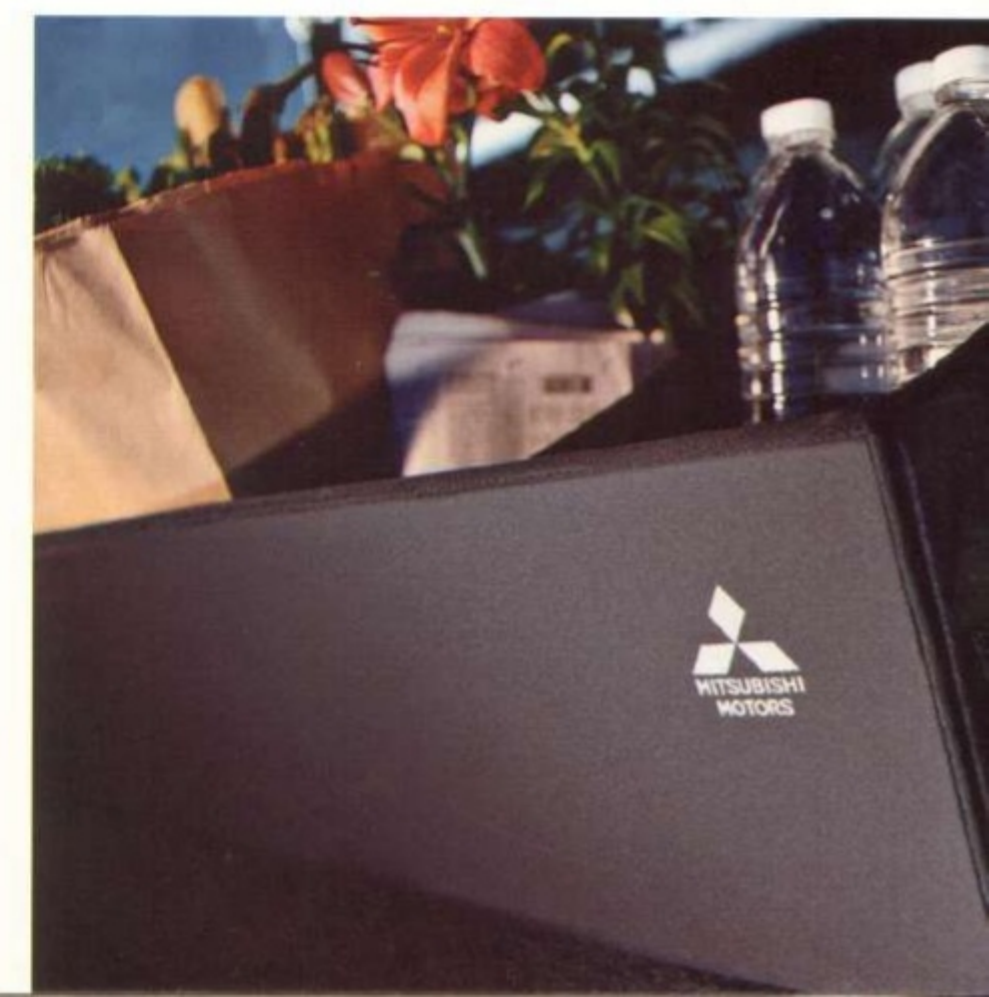


Many people are obsessed with small details. Small details like having removable, dishwasher-safe cup holder liners. And having small hooks along the rear cargo area to hang their grocery bags. And having audio controls integrated into the steering wheel. And having plenty of small storage spaces located throughout the vehicle. And having plenty of hip and shoulder room for you and four of your closest friends. And if you're not obsessed with small details yet, just wait until you step into the Endeavor. You will be. (insert maniacal laughter here)

Not all features standard on every Endeavor. See specifications for details on optional equipment and accessories.

TRUE FACT! The 60/40 fold-down seats in the Endeavor fold perfectly flat without removing the headrests or seat cushions. When does that come in handy? Think slot car tracks and aquariums.

From the radically designed front end to its urban assault-vehicle stance, the Endeavor creates a new mold for the modern SUV. It's a mold that gives you logic-defying ground clearance while still being easy to step into. It's a mold that mixes class and aggression with 17" alloy wheels and a two-part cargo door. It's a mold that takes a RISE unibody chassis and gives it muscular lines, roof rails, and tinted rear windows. Come to think of it, it's a mold that's way too good-looking to ever be called a "mold" in the first place.



Yes, you could manually tap the brakes at the precise speed and time yourself, given you had the right bionic implants. But wouldn't it be easier to buy an Endeavor that comes with an anti-lock braking system which electronically pumps the brakes 15-20 times a second, reducing your speed, helping you steer through those sudden turns? Why not? It's got Mitsubishi Active Skid and Traction Control (MASTC)* that uses electronic sensors to selectively modulate power and braking, depending on the speed of wheel rotation. And let's be honest. Who doesn't want that?



Not all features standard on every Endeavor. See specifications for details on optional equipment and accessories. *Available Fall 2003. **Always place an infant in a rear-facing infant seat in the rear seat. Always transport children 1 to 12 years old in the rear seat and use appropriate child restraints. Always buckle your safety belt. Keep 10" between the center of the front air bag cover and your breastbone. Sit well back and upright without leaning against the window or door.



Whipping around corners sideways on slick roads looks good in action movies and your daydreams. But not so good in real life. Fortunately, when buying an Endeavor, you have the option of all-wheel drive. This means your engine is delivering power to your front and rear axles simultaneously, helping to provide secure and confident footing through the wet stuff. Not to mention giving the Endeavor a level of finesse most other SUVs can only dream about. Good for you. Bad for the imaginary evil henchmen chasing you.

After ABS, AWD, and MASTC, we thought we should mention a few safety features that aren't acronyms. Like available front seat-mounted side air bags.** Standard 4-wheel disc brakes. Five 3-point safety belts with front pre-tensioners and force limiters. Not to mention that every Endeavor is sturdily crafted with a unibody design we call the Refined Impact Safety Evolution (RISE) chassis. Hey look, another acronym! Well, as long as it provides the Endeavor with front and rear crumple zones and more rigidity in the chassis, it's okay (OK) with us.



- Aero crossbars
- Bike carrier – upright or fork mount¹
- Cargo area liner
- Cargo net
- Cargo organizer
- Cargo tray
- Engine block heater
- Polished steel exhaust tip
- Fog lights
- Grille guard – black or titanium
- Hood protector
- Leather-wrapped shift knob
- Leather-trimmed interior
- License plate frame
- Luggage basket (large or small)¹
- Retractable cargo cover
- Side steps – black or titanium
- Side window air deflector
- Smokers kit
- Snowboard/ski attachment¹
- Sport seat covers
- Sunroof wind deflector
- Trailer hitch bike attachment
- Trailer hitch – Class 1²
- Trailer hitch – Class 2³
- Wheel locks



There are some people who have talent for accessorizing, and then there are those who think animal teeth look good on necklaces. Anyway, with Mitsubishi Genuine Accessories, talent becomes a non-issue because no matter which ones you decide on, you are always going to be looking as sharp as can be. You can add them at the time of purchase and they'll not only be installed, but covered under a 3yr/36,000-mile limited warranty. And even better, you may be able to work them into your monthly car payment. So cut through mist with the halogen fog lights. Terrorize the parking lot with the custom grille guard. Silence the breeze with the sunroof wind deflector. And haul more baggage than a bad breakup with the luggage rack. It's time to show your Endeavor who's master. And Mitsubishi Genuine Accessories are the perfect tools for the job.

¹Sport rack kit required. ²Max. trailer weight 2000 lb. ³Max. trailer weight 3500 lb. (See owner's manual for complete details.)

Not all features standard on every Endeavor. See specifications for details on optional equipment and accessories.



DIAMOND CARE

WARRANTIES* Every 2004 Mitsubishi comes with a 3-year/36,000-mile New Vehicle Limited Warranty, a 5-year/60,000-mile Powertrain Limited Warranty, and a 7-year/100,000-mile Anti-Corrosion/Perforation Limited Warranty. **DIAMOND CARE™ DELIVERY** Your new Mitsubishi will be prepared, inspected and explained to you prior to delivery. **DIAMOND CARE PROTECTION PLAN** Extended service coverage is available for up to seven years or 100,000 miles after your purchase. **LEASING AND FINANCING** Many leasing and financing programs are available through Mitsubishi Motors Credit of America, Inc. See your Retailer for details. Not all customers will qualify. **DIAMOND CARE ROAD SERVICE** Should your Mitsubishi become inoperable due to a warrantable failure in the first three years or 36,000 miles, Mitsubishi Motors North America, Inc. (MMNA), will authorize your vehicle to be towed to the nearest Authorized Retailer or Service

Center at no charge.** Towing beyond the three-year or 36,000-mile limit for Diamond Care Road Service is covered and reimbursable if the problem that caused the need for the tow is still covered under warranty. **NOTE** Technical data, features, options and other equipment shown in this brochure are based on the latest information available at the time of printing and are subject to change without notice. Headlights, parking lights, fog lights and instrument panel lights on vehicles may be illuminated for illustration purposes only. Some vehicles may be shown with optional equipment and accessories. **SAFETY** Safety is a two-way street. It requires your attention and cooperation. Please fasten your safety belt, drive responsibly and obey all local traffic laws. **OPTIONAL EQUIPMENT** Availability of vehicles with specific features may vary. For further information contact your Retailer. For the Retailer nearest you, call 1-888-MITSU2004 or visit our website at mitsubishicars.com.

*See your Mitsubishi Motors Retailer for all Limited Warranty details.

**Towing will not be covered if your vehicle is drivable and driving would not pose a safety problem or cause further damage to your vehicle or if vehicle is inoperable as a result of an accident, owner abuse, lack of maintenance, or driver error. Diamond Care Road Service towing coverage applies only to vehicles within the continental U.S., Alaska and Hawaii.

TRUE FACT! Accessories for the Mitsubishi Endeavor are custom-designed for the Endeavor! Which means you can ignore your mother's advice and buy them without trying them on! Hooray!

STANDARD FEATURES FOR ALL ENDEAVOR MODELS

IF YOU WANT ONE WITH LESS FEATURES, YOU'LL HAVE TO BUILD IT YOURSELF.

- Power door locks, incl. two-part tailgate
 - Keyless entry (all doors and tailgate)
 - Power windows, with 30-sec reserve and driver's side auto-down
 - Height-adjustable steering column
 - Front SRS air bags¹
 - Cruise control
- Illuminated visor mirrors, left and right
 - Interior lighting incl. 2 front map lights, 2 mid-cabin reading lights, dome lamp, cargo area lamp
 - 12V accessory sockets (4)
 - Overhead storage console
 - Utility hooks (8)
- Fold-away assist grips (4)
 - 60/40 split fold-flat rear seatback + armrest and cup holders
 - Rear window defroster + timer
 - Cargo tie-down hooks
 - Headlight Auto-Off feature
 - Folding power sideview mirrors
- Front variable intermittent wipers
 - Tinted glass + windshield shade band
 - Rear cabin privacy glass
 - Rear intermittent wiper
 - Mudguards (front) and stoneguards (rear)

TRIM LEVEL

ENDEAVOR LS



Shown in Sterling Silver Metallic

FEATURES

STANDARD LS FEATURES

- 140W, 6-speaker Mitsubishi CD audio system
- High-center clock and audio display
- 8-way adjustable driver's seat with adjustable lumbar support
- 3-point safety belts (2 front, 3 rear)
- Height-adjustable headrests (2 front, 3 rear)
- Air conditioning + rear heater ducts
- Center console with 3 storage areas, armrest and cup holders
- Remote releases for hood and tailgate
- Tubular roof rails
- Bodyside moldings
- Color-keyed bumpers + black inserts

PACKAGES FOR LS

FULL-SIZED SPARE AND TOW PREP

- Trailer hitch wiring harness
- Up-sized transmission cooler
- Up-sized radiator (AWD)
- Full-sized alloy spare wheel and tire

TRIM LEVEL

ENDEAVOR XLS



Shown in Mineral Beige Pearl

FEATURES

ALL LS FEATURES PLUS

- 315W, 7-speaker Mitsubishi/Infinity® Premium 6-CD audio system
- Steering wheel-mounted audio controls
- Digital LCD information panel with multi-function customizer
- 10-way adjustable (6-way power) driver's seat
- Premium Sport Fabric upholstery
- Retractable cargo area cover
- Color-keyed power sideview mirrors
- Color-keyed bodyside moldings
- Color-keyed bumpers + chrome inserts
- Tubular roof rails with aero crossbars²

PACKAGES FOR XLS

COLD ZONE

- Heated front seats
- Heated sideview mirrors

SECURITY PLUS

- Anti-lock brakes (2WD)
- Front seat-mounted side-impact air bags¹
- Anti-theft security alarm system

TOURING

- One-touch power sunroof
- Leather seating surfaces (heated front)
- Heated sideview mirrors
- Leather-wrapped steering wheel
- Leather-wrapped shift knob

FULL-SIZED SPARE AND TOW PREP

- Trailer hitch wiring harness
- Up-sized transmission cooler
- Up-sized radiator (AWD)
- Full-sized alloy spare wheel and tire

FACTORY OPTION

- One-touch power sunroof

TRIM LEVEL

ENDEAVOR LIMITED



Shown in Machine Green Metallic

FEATURES

ALL XLS FEATURES PLUS

- Leather seating surfaces
- Heated front seats
- Leather-wrapped steering wheel
- Leather-wrapped shift knob
- Automatic front climate control
- Mid-cabin air conditioning controls
- Front seat-mounted side-impact air bags¹
- Anti-theft security alarm system
- Remote keyless entry + panic alarm
- Integrated fog lights
- One-touch power sunroof
- Heated power sideview mirrors
- Color-keyed bumpers + color-keyed inserts

PACKAGES FOR LIMITED

FULL-SIZED SPARE AND TOW PREP

- Trailer hitch wiring harness
- Up-sized transmission cooler
- Up-sized radiator (AWD)
- Full-sized alloy spare wheel and tire

FACTORY OPTIONS

- Rear Entertainment System³
- Mitsubishi Active Skid and Traction Control (M-ASTC)³

EXTERIOR COLORS



INTERIOR COLORS



COLOR SCHEMES

EXTERIOR COLORS				INTERIOR COLORS		
LS	XLS	Limited		LS/XLS	Limited	
	•	•	Dover White	Charcoal, Sand Blast	Saddle, Charcoal, Sand Blast	
•	•	•	Mineral Beige	Charcoal, Sand Blast	Charcoal, Sand Blast	
•	•	•	Machine Green	Charcoal, Sand Blast	Saddle, Charcoal, Sand Blast	
•	•	•	Torched Steel Blue	Charcoal, Sand Blast	Saddle, Charcoal, Sand Blast	
•	•	•	Sterling Silver	Charcoal	Charcoal	
•	•	•	Ultra Red	Charcoal, Sand Blast	Saddle, Charcoal, Sand Blast	
•	•	•	Titanium	Charcoal	Charcoal	
•	•	•	Kalapana Black	Charcoal, Sand Blast	Saddle, Charcoal, Sand Blast	

WHEEL DETAILS



¹Always place an infant in a rear-facing infant seat in the rear seat. Always transport children 1 to 12 years old in the rear seat and use appropriate child restraints. Always buckle your safety belt. Keep 10" between the center of the front air bag cover and your breastbone. Sit well back and upright without leaning against the window or door. ²Please refer to owner's manual for specific weight limitations. ³Available Fall 2003.

ENGINEERING

CHASSIS & SUSPENSION

SAFETY

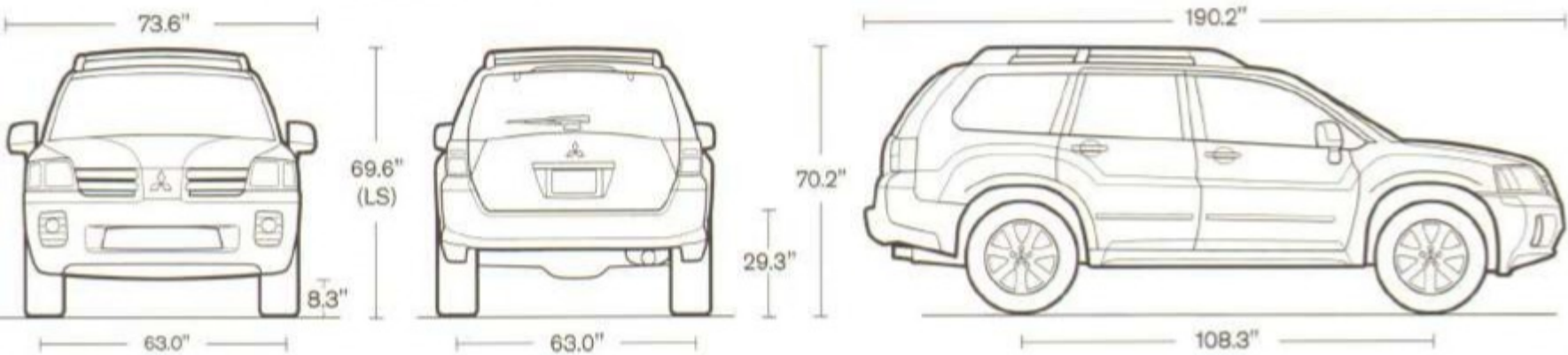
NUMBERS

	LS	XLS	Limited
Full-time all-wheel drive (AWD) with viscous-coupled center differential and Auto Proportional Torque Split ^{or}	•	•	•
Front-wheel drive	•	•	•
3.8L SOHC, 24-valve V6 engine	•	•	•
Torque: 250 lb-ft @ 3750 rpm			
Horsepower: 215 hp @ 5000 rpm			
Mitsubishi Active Skid and Traction Control (M-ASTC) ³			OPT
Drive-by-wire electronic throttle control	•	•	•
Multi-port fuel injection	•	•	•
Anti-theft engine immobilizer	•	•	•
Sportronic [™] sequential-shift 4-speed automatic transmission with adaptive shift control (auto mode)	•	•	•
Dual-mode cooling system for transmission fluid	•	•	•
Internal differential oil cooler	AWD	AWD	AWD
Stainless steel exhaust system	•	•	•
Manifold-mounted and under-floor catalytic converters	•	•	•
LEV (Low Emission Vehicle) certified	•	•	•

Unibody construction	•	•	•
4-wheel independent suspension:	•	•	•
Front: MacPherson struts + stabilizer bar			
Rear: multi-link + coil springs + stabilizer bar			
Four-wheel power-assisted disc brakes	•	•	•
Anti-lock brakes (ABS) + Electronic Brakeforce Distribution (EBD) (AWD)	•	•	•
Anti-lock brakes (ABS) + Electronic Brakeforce Distribution (EBD) (2WD)		OPT	•
Variable power-assisted rack-and-pinion steering	•	•	•
17" x 7" aluminum wheels, P235/65 Mud+Snow all-season tires	•	•	•
Tire Pressure Monitoring System (TPMS)			•

3-point safety belts for all seating positions	•	•	•
Height-adjustable front shoulder belts	•	•	•
Pre-tensioners and force limiters for front safety belts	•	•	•
Front seat-mounted side air bags ¹		OPT	•
Child safety locks (rear doors)	•	•	•
Lower and upper anchors for child seat installation	•	•	•
RISE (Refined Impact Safety Evolution) chassis	•	•	•
Steel side-guard door beams	•	•	•
Front and rear crumple zones	•	•	•

Headroom (in., front/rear)	39.6/38.7	Curb Weight 2WD (lb, LS/XLS/Limited)	3847/3902/3935
with sunroof	37.2/38.7	Curb Weight AWD (lb, LS/XLS/Limited)	4079/4134/4156
Legroom (in., front/rear)	41.4/38.5	Turning radius (ft, curb-to-curb)	19.2
Shoulder room (in., front/rear)	59.1/58.7	Cargo floor lift-over height (in.)	29.3
Hip room (in., front/rear)	56.7/55.9	Estimated fuel use ⁴ 2WD (mpg, city/hwy)	17/23
Cargo volume (cu ft, max/min)	76.4/40.7	Estimated fuel use ⁴ AWD (mpg, city/hwy)	17/21
Passenger volume (cu ft)	106.7	Fuel tank capacity, gal	21.4



¹Always place an infant in a rear-facing infant seat in the rear seat. Always transport children 1 to 12 years old in the rear seat and use appropriate child restraints. Always buckle your safety belt. Keep 10" between the center of the front air bag cover and your breastbone. Sit well back and upright without leaning against the window or door. ²Available Fall 2003. ³EPA fuel use estimates to be used as a standardized comparison with other vehicles. Your mileage may vary depending on driving style and environmental conditions.



For over forty years, we've put our engineering to the test on the international rally circuit. In addition to the obvious thrill of winning, competing against our peers helps us develop and refine new ideas. Ideas that find their way into all our vehicles. Ideas that look good sitting in your driveway. mitsubishicars.com/heritage

Mitsubishi's full line of vehicles (pictured from the top): 2003 Lancer Evolution, Eclipse, Eclipse Spyder, Lancer, Galant, Diamante, Outlander, Montero Sport, Montero, 2004 Endeavor



We are Mitsubishi. We build quality cars. Yet we also offer something more. Because while a car should answer your needs, it should also stir your emotions. Like it or not, cars are a window through which the world views us. Through that window we can appear dull and lifeless—sensible to the point of boring. Or we can show the world that our hearts beat strong, and our minds are quick. Mitsubishi takes pride in building cars that ignite the vital spark which often lies sleeping just beneath the surface in each of us. Cars that challenge us to **wake up and drive.™**