

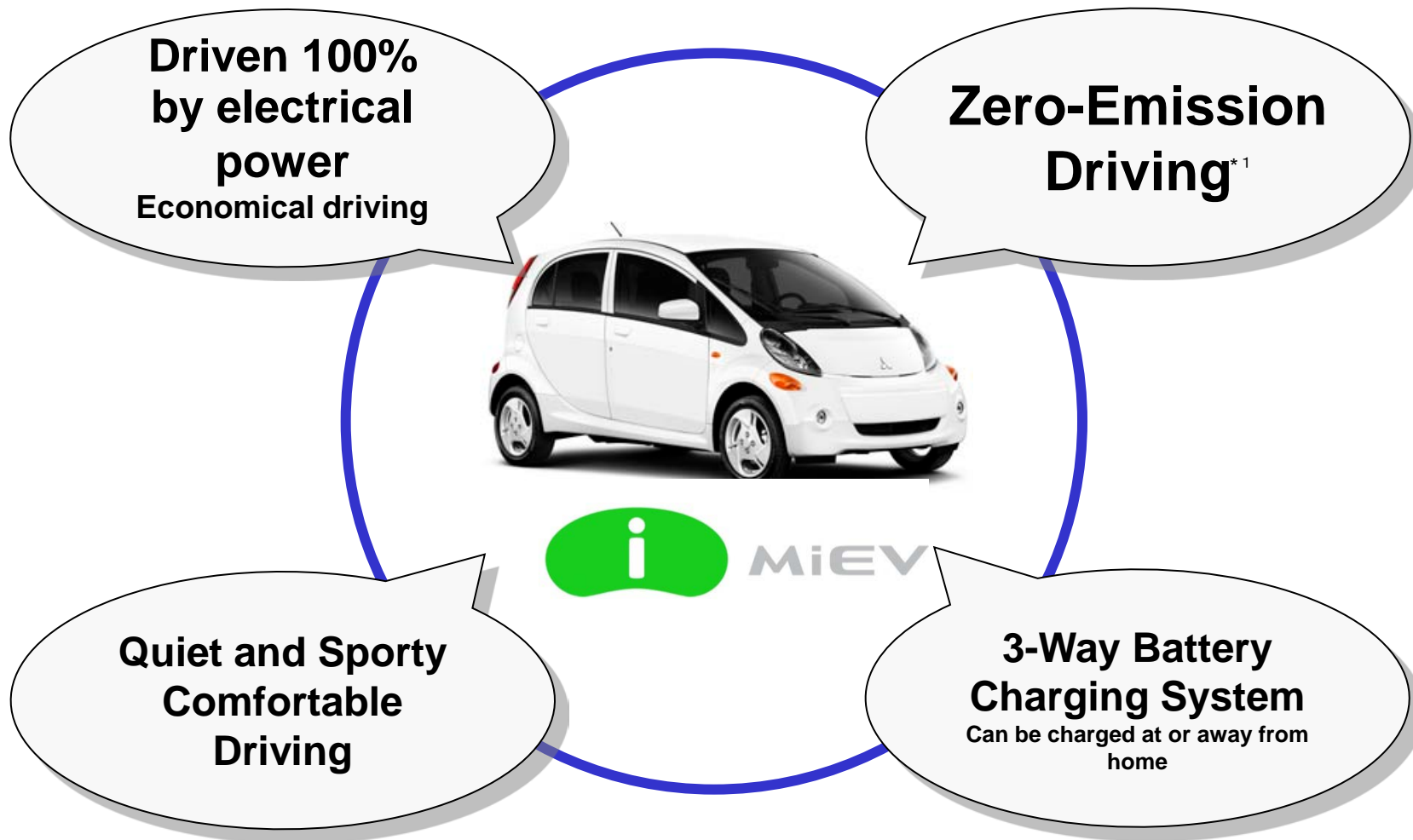


MiEV



Why I-MiEV?

The Ultimate Eco-car

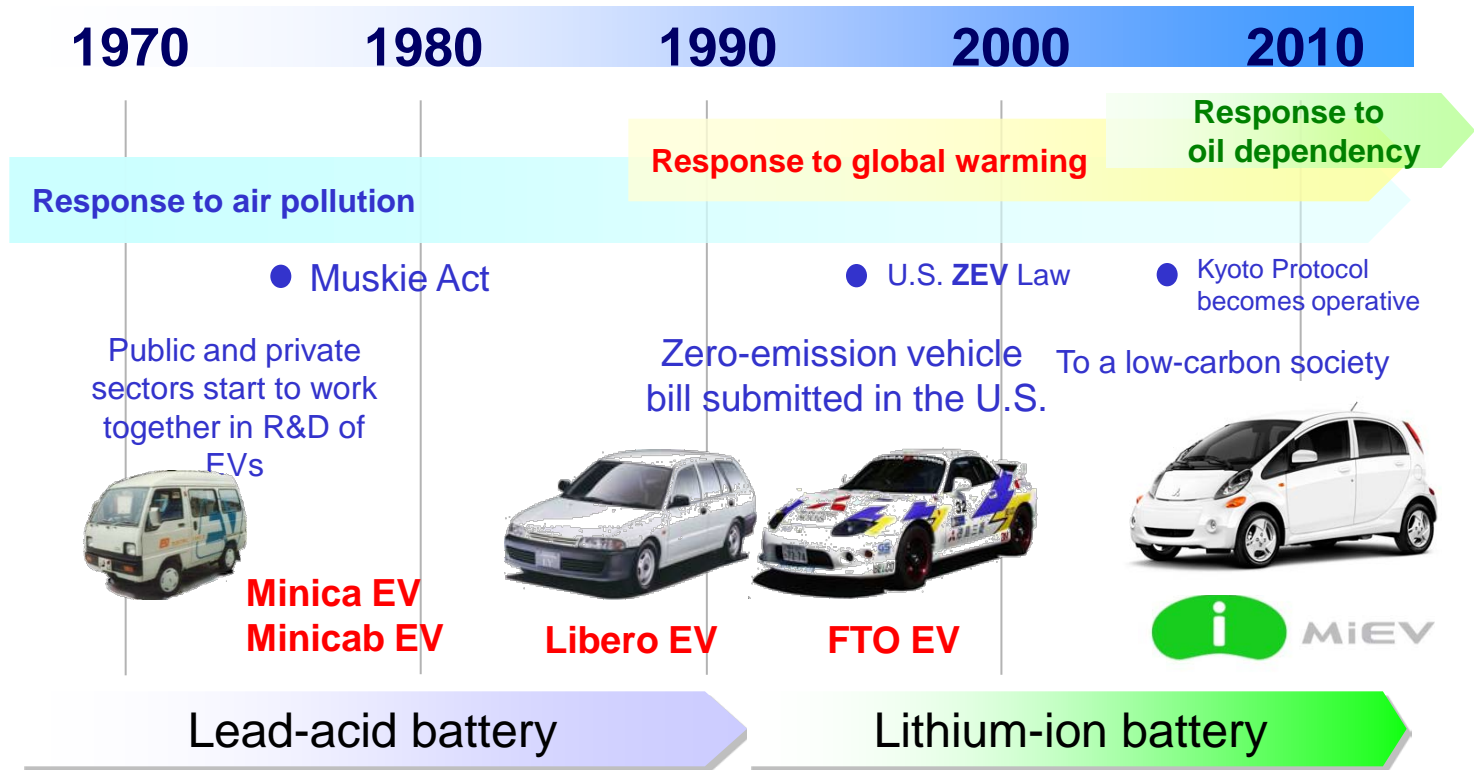


* 1 CO₂ generated from the electricity generation process not included.


MMC revealed the new-generation EV i-MiEV in June 2009 and began delivery of the vehicle in July.

Mitsubishi Motors' EV Heritage

At Mitsubishi Motors, we viewed lithium-ion drive batteries as the core technology to create a practical EV; and worked early on to develop them.



Launching strategy to the World

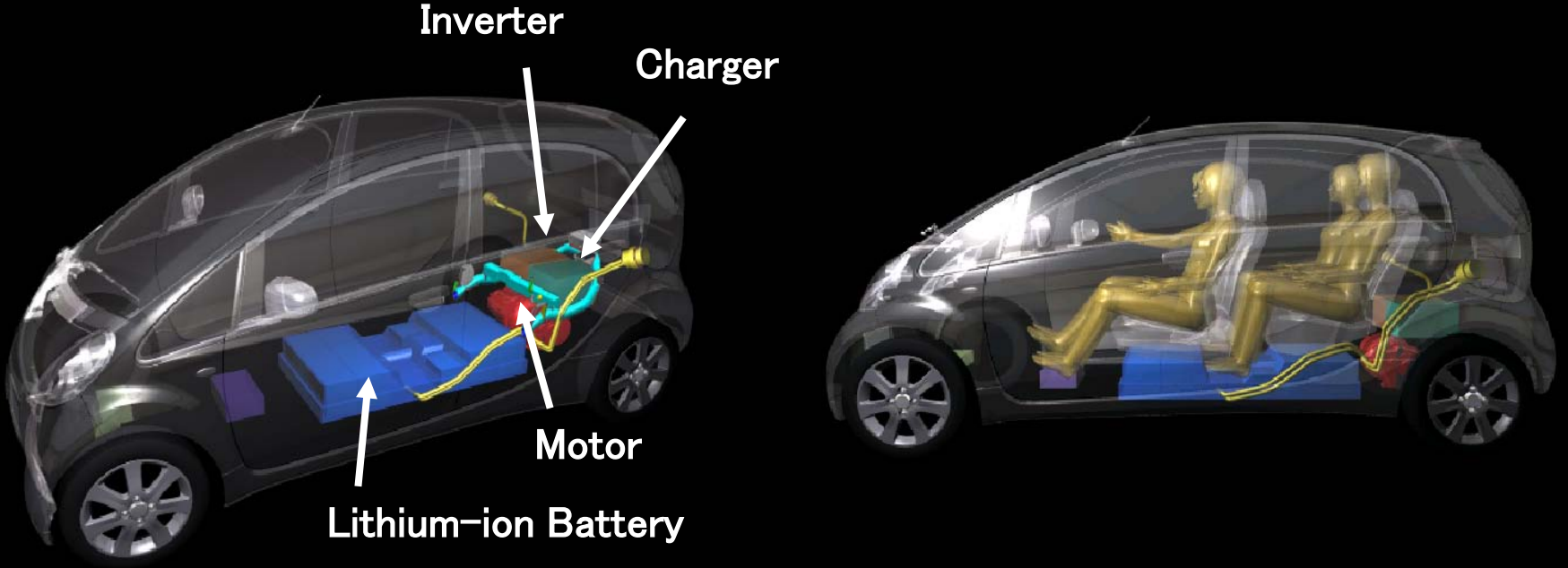
	2009FY	2010FY	2011FY
Japan	<p>1,400 units</p> <p>July, 2009</p>	<p>4-5,000 units</p> <p>For Consumers</p>	
Europe		<p>Sales Plan : 1,000 units</p> <p>Right-hand drive (U.K., Hong Kong, etc.)</p> <p>Fall of 2010</p> <p>Europe (including LHD market)</p> <p>For PSA Peugeot Citroen</p>	<p>No. America</p> <p>Dec ,11</p>

Over 16,000 Unit Delivered



		12MY U.S. version
Overall Length x Width x Height		12' X 5'3" X 5'4"
Track (Ft/Rr)		56" / 55"
Curb Weight		2583.4 lbs.
Seating Capacity		4
Max. Speed		80 mph
Cruising Distance with a Single Charge		62 miles to 98 miles
Motor	Type	Permanent magnet synchronous
	Max. Output	49 kW (66 hp)
	Max. Torque	133 ft-lbs.
Drive System		Rear wheel drive
Battery	Type	Lithium-ion
	Total Voltage	330 V
	Total Energy	16 kWh

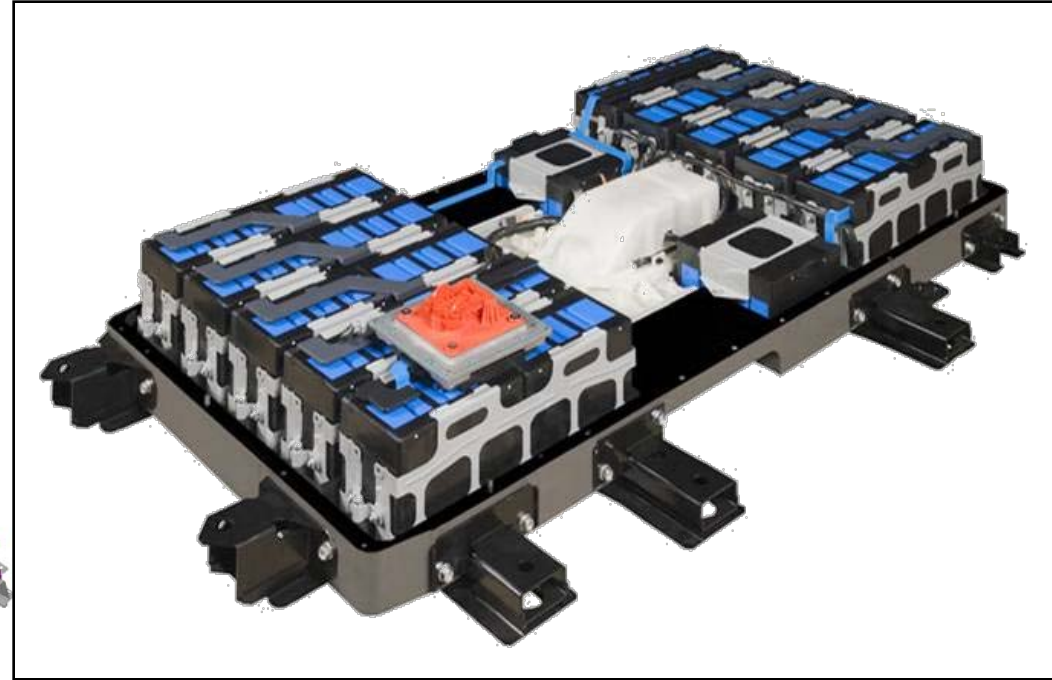
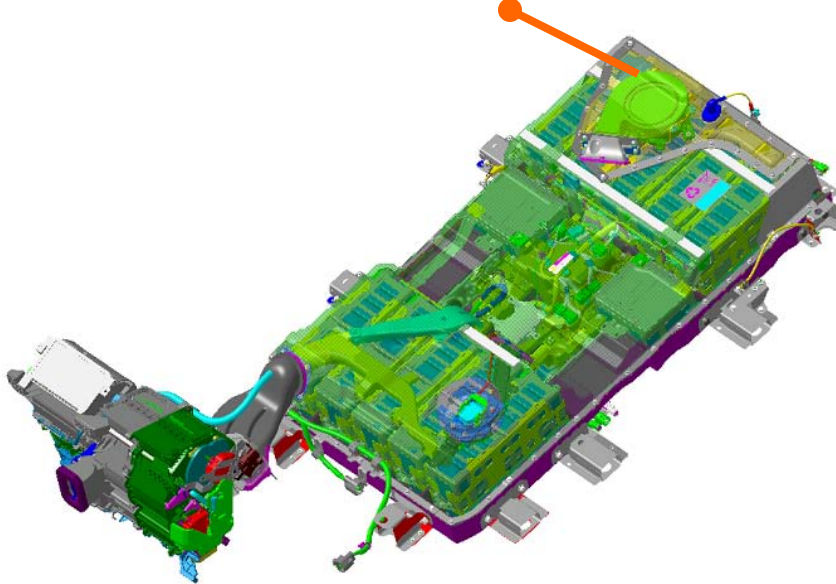
Battery packs are located underneath the floor and charger, inverter and motor installed at the rear of the car to accommodate four seats for adults. Sufficient cargo space in the Japanese K car configuration.



High capacity battery module (max.16kWh) installed under the floor panel. Batteries contain 88 cells encased in stainless steel protective capsule. Active Battery warming and cooling system

Active Temperature Control

Battery ventilation fan



Battery Package



Cell



Module



- **Active safety**
 - ✓ ASC (Active Stability Control)
 - ✓ TCL (Traction Control)

- **Passive safety**
 - ✓ 6 Airbags
 - ✓ High voltage cut-off system

- **Pedestrian safety**
 - ✓ AVAS (Approaching vehicle audible system)

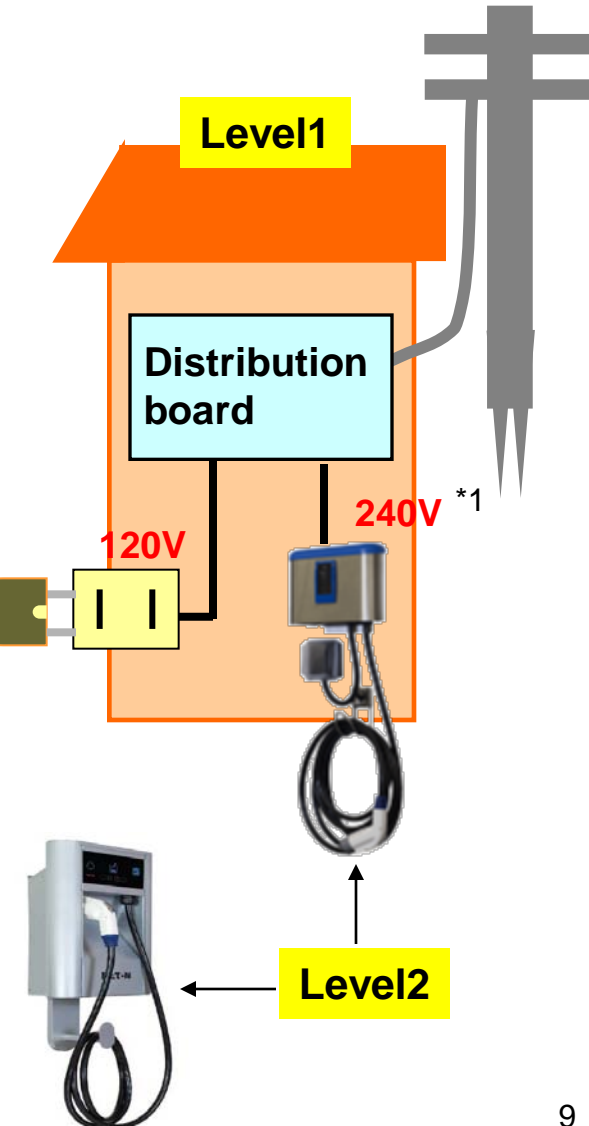
- **4-Star rating in European model**
<US Safety rating will be announced in future>

Three-way Charging System

	Power supply		Charging time
Household charger	Level-2	240V ^{*1}	7 hours (Full)
	Level-1	120V	22.5 hours (Full)
DC Quick charger ^{*2}	Level-3 (DC)	440V	Approx. 30 min. (80%)

*1: Optional home charging dock (EVSE) is needed

*2: DC quick charger port included with SE + QC Package



Level3 DC charge



CCID

120V

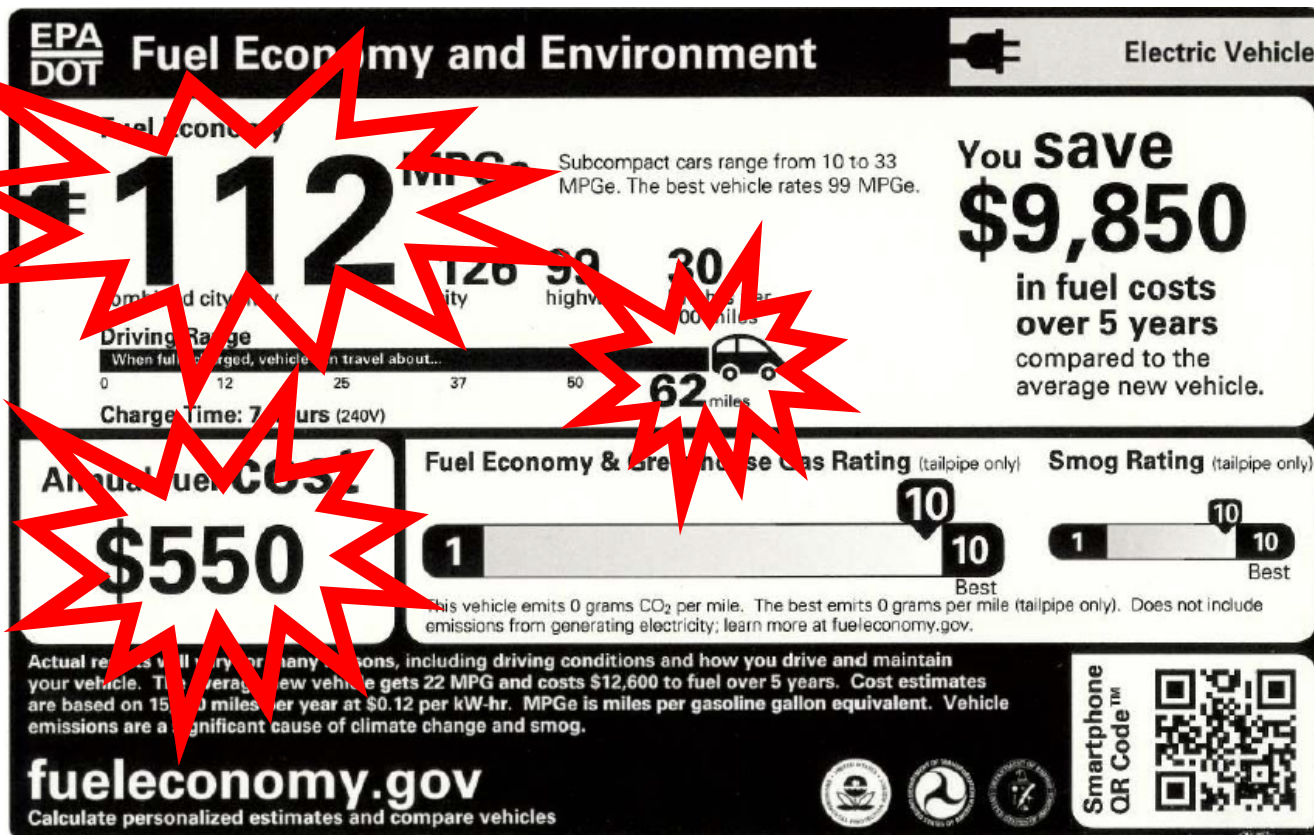
Distribution board


240V ^{*1}

Level2

EPA figures

- Combined (MPGe) = 112 mpg
- EPA 5-Cycle test = 62 miles per charge
- EPA LA4 city cycle test = 98 miles per charge
- Highest Efficiency of electric car = 30kw per 100 miles
- Cost per mile 3.6 cents compared to ICE 16 cents per mile



EPA DOT Fuel Economy and Environment  **Electric Vehicle**

112 MPGe Subcompact cars range from 10 to 33 MPGe. The best vehicle rates 99 MPGe.

You save \$9,850 in fuel costs over 5 years compared to the average new vehicle.

62 miles Driving Range
When fully charged, vehicle can travel about...
0 12 25 37 50 62 miles

Charge Time: 7 hours (240V)

Annual Fuel Cost: \$550




Fuel Economy & Greenhouse Gas Rating (tailpipe only) **10** **10** Best
1 **10** Best


Smog Rating (tailpipe only) **1** **10** Best

This vehicle emits 0 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Does not include emissions from generating electricity; learn more at fueleconomy.gov.

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 22 MPG and costs \$12,600 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$0.12 per kW-hr. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fueleconomy.gov
Calculate personalized estimates and compare vehicles

Smartphone QR Code 

Maintenance Requirements –

EV- Requirements

Annually or every 15,000 miles

Cabin Air Filter

At 12, 36 and 60 months

Main Battery Condition Check**

Every 36 months or 45,000 miles

Brake Fluid

Inspection Items (EV related)***

Brakes

Connection of High Voltage Harness

Main Battery Inspection

**Total Cost Parts and Labor
for 5 years = \$496 est.**

ICE Requirements

Every 7,500 miles

Tire Rotation

Engine oil and filter

Every Year

Cabin Air Filter

Every 2 years

Air Cleaner

Brake Fluid

Transmission Fluid

Adjust valves (if equipped)

Every 4 years

Coolant Replacement

Brake Pad replacement every 30K

Inspection Items (ICE related)***

Engine Air Cleaner

Brakes

Fuel hoses

Drive belts

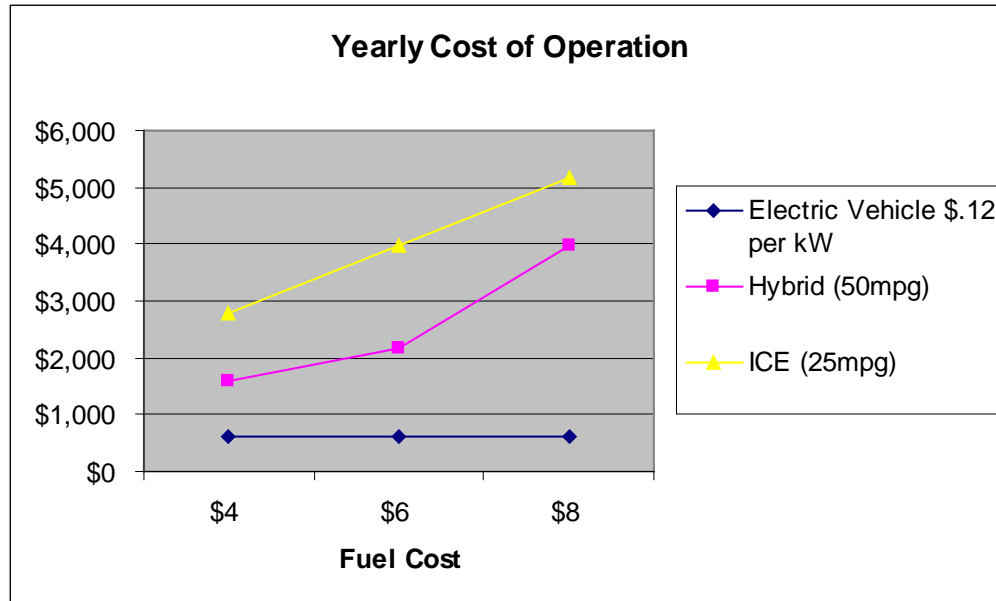
Exhaust system

Evaporative system

Rear axle oil

**Total Cost Parts and Labor for
5 years = \$1493 est.**

Yearly Total Cost of Ownership @ 15,000 miles + Maintenance



	Electric @ \$.12 kW & Fuel \$4 Gal	Electric @ \$.12kW & Fuel \$6 Gal	Electric @ \$.12 kW & Fuel \$8 Gal
Mitsubishi "i"	\$650	\$650	\$650
Hybrid	\$1,576	\$2,176	\$3,976
Gas	\$2,776	\$3,976	\$5,176

Maintenance per yr - i car \$100 per yr and Hybrid / ICE \$376 per yr

i Models and Options



- **ES (EV44-B)= MSRP \$29,125**
 - Options
 - Cold Zone (A02) = +\$150
 - Quick Charge (A03) = +\$700
- **SE (EV44-D)= MSRP \$31,125**
 - Options
 - Cold Zone (A05) = +\$150
 - Premium Package (A06) = +\$2,790
 - Blue / White two tone (A07) = +\$300
 - Cold Zone (A08) = +\$150
 - Premium Package (A09) = + \$2,790

**Not excluding Fed Tax credit \$7,500 or CA Refund \$2,000

Mechanical

- Charging
 - Level 1
 - Level 2
 - DC Fast charge
- Regenerative Braking
- 4 Wheel ABS with Traction Control
- Electric Speed Sensitive Steering
- Six Air Bags
- Tire Pressure Monitoring System
- High Voltage Cut Off System

Interior

- Remote Keyless entry
- Power Door Locks
- Power Windows
- A/C and Heater
- Driver Seat Heater
- 100 Watt AM / FM CD Radio

Exterior

- 4 colors (Silver, Black, Red and White)
- 15-inch low rolling resistant tires with covers
- Tire Repair Kit
- Heated Side Mirrors

Security

- Security System
- Remote System (AC, Heat and Charge)

Warranty

- Battery – 8 yr / 100,000 miles
- Powertrain – 5 yr / 60,000 miles
- New Vehicle – 3 yr / 36,000 miles

MSRP * \$29,825

*Federal tax credit (up to \$7500) is available. Some states also offers purchase incentives addition to the federal incentive.

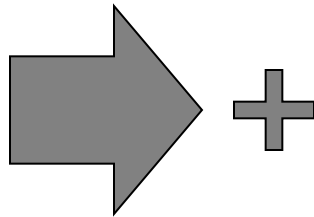
*As of Sept 2011, subject to change without notice

Colors Options – ES Model



SE Model is designed for personal users and more upscale (premium) features are included

[ES Model]



Ocean blue/ White

(+\$300)

[SE model]

(Additional features)

- 15" Alloy wheel
- FOG lamps with DRL function
- Auto On/Off headlamps
- Leather Steering & shift lever
- 2 tone instrument panel (Brown/Black)
- 360 Watt, 8 speaker deluxe audio
- Optional HDD Navigation with rear view camera & Bluetooth Handsfree & steering wheel audio control
- Optional DC quick charge port

MSRP: \$31,125*

MSRP with Premium Package: \$33,915

(DC QC port and Nav unit)

*Federal tax credit (up to \$7500) is available. Some states also offers purchase incentives addition to the federal incentive.

*As of Sept 2011, subject to change without notice

*Excluding Optional items

The SE Model Interior Styling





Fleet Purchase Request for Mitsubishi i

Available configurations:

ES Model, MSRP - \$29,125*

ES Model w/DC Quick Charge Pkg. Option (ES+A03), MSRP - \$29,825*

SE Model, MSRP - \$31,125*

SE Model w/Premium Pkg. Option (SE+A06), MSRP - \$33,915*



Step 1:

Please print form, complete, then fax to 714-934-4270 or scan and email completed form to imievfleet@mmsa.com.

Information

Business Name: _____

Contact Name/Title: _____

Fleet Name: _____

Finance Source: _____

Address: _____

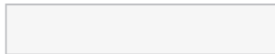
Phone Number: _____

City/State/ZIP: _____

Email Address: _____

Your Fleet Order

Model	Model Year	Color	Quantity	Accessories
		Diamond White Pearl		
		Cool Silver		
		Raspberry		
		Labrador Black		
		Ocean Blue / White (+\$300, SE only)		



Diamond White Pearl



Cool Silver



Raspberry



Labrador Black



Ocean Blue / White

Additional Requests

If you prefer a specific i-certified Mitsubishi dealer in your area, please enter the dealership name here. If not, MMNA will provide you with the closest i-certified dealership.

Date: _____

Signature: _____

Print Name: _____

Step 2:

After receipt of this completed request form, MMNA will put you in touch with a local certified Mitsubishi i dealership to arrange financing, order confirmation and delivery.

Step 3:

Mitsubishi dealer confirms order with customer by signing Purchase Fleet Request Form, then customer faxes the request form to 714-934-4270. After receipt, MMNA will order and assign vehicle(s) to your dealership.

Dealership Authorized Signature: _____

Date: _____

Dealership: _____

Dir. Code: _____

*Manufacturer's Suggested Retail Price, excludes destination/handling, tax, title, license etc. Retailer price, terms and vehicle availability may vary. See your Mitsubishi retailer for details.



MiEV

