

For immediate release

Mitsubishi announces pricing for new Zero-Emission Electric Car
Mitsubishi i-MiEV will arrive in Canadian Mitsubishi dealerships in 2011

Toronto, ON. (June 7, 2011) – Mitsubishi Motor Sales of Canada Inc. (MMSCAN) today announced competitive pricing for their all new zero-emission electric car, the 2012 Mitsubishi i-MiEV (Mitsubishi Innovative Electric Vehicle). The Mitsubishi i-MiEV is a five-door, 4-passenger, subcompact hatchback that has been designed and packaged to be efficient, ecological and fun to drive. It will be the most affordable, mass-produced, all-electric vehicle in the Canadian marketplace, and with a targeted range of 135 kilometers, and a top speed of 130 km/h, i-MiEV will make an excellent commuter vehicle for many Canadians living in urban areas.

The fully equipped i-MiEV will be available in two trim levels. The standard i-MiEV will have a Manufacturer's Suggested Retail Price (MSRP) of \$32,998.00 and the top of the line i-MiEV with the Premium Package will have a Manufacturer's Suggested Retail Price (MSRP) of \$35,998.00.

The provinces of Ontario and Quebec have already announced subsidies towards the purchase of electric vehicles (a credit of \$8,230.00 in Ontario and \$7,769.00 in Quebec). Therefore, the net MSRP of the i-MiEV in these two provinces will be \$24,768.00 in Ontario and \$25,229.00 in Quebec. Furthermore, Quebec will also offer a 50 percent subsidy on the purchase and installation of a home charger, up to a maximum of \$1,000.

All of these MSRP prices are exclusive of taxes, freight and PDI.

"These are prices that we believe will make the i-MiEV affordable for many environmentally conscious Canadians," said Tomoki Yanagawa, Vice President, Sales, Marketing and Corporate Planning for Mitsubishi Motor Sales of Canada.

The announcement was made as Mitsubishi celebrates its commitment to the company's test fleet partnership with several provincial, municipal, fleet and corporate partners

across Canada. With over 43 i-MiEV's on the road across Canada we are proud of our commitments with the following partners: BC Hydro, City of Vancouver, Town of Qualicum Beach, Town of Saanich, ENMAX, Government of Manitoba, Transport Canada, City of Toronto, Hydro Quebec, City of Montreal, Eaton, Right to Play, Club Assist and Autosshare.

"We are gaining valuable information about batteries and charging systems," said Yanagawa, "and we have a better idea of how well the i-MiEV will integrate with the electric grid. All of this information is so valuable as we move closer to the official launch of the i-MiEV into the Canadian market later this year."

The Mitsubishi i-MiEV represents the height of Mitsubishi Motors' green technologies, and our Canadian partnership program is the largest of its kind in North America. The i-MiEV will be available to Canadians at Mitsubishi dealerships, later this year.

– 30 –

For further information:

Visit our password free media website: www.mitsubishi-motors-pr.ca or contact

Lara Brown
Mitsubishi Motor Sales of Canada
Manager, Public Relations
lbrown@mmsa.com
905.214.9082