

Yamada-Denki Co., Ltd. Starts Trial Sales of Mitsubishi Motors Corporation's i-MiEV

Electronics stores in Japan will start to sell electric cars manufactured by Mitsubishi Motors, following retail agreement with Yamada Denki.

December 8, 2010 (FPRC) -- Yamada-Denki Co., Ltd. (Yamada Denki) and Mitsubishi Motors Corporation (MMC) signed a Memorandum of Understanding (MoU) to start trial sales of the i-MiEV electric vehicle (EV) in Yamada Denki retail stores and sales*1 will begin from today at total of 17 stores, including Tokyo, Kanagawa and Saitama prefectures.

Yamada Denki, as part of its "smart house business," will place salespersons specialized in EVs in addition to staff from 17 stores which are already participating in an automobile sales program in order to accelerate their sales. Furthermore, Yamada-Denki will implement proactive public relations activities, such as establishing an exhibition hall for i-MiEV in the Techland Yokohama Izumi store on December 4, and moving forward will also offer total solutions to customers, such as installments of solar energy systems to charging stations, and events including test drive events.

The impetus for the project started from the E-Kizuna Project that was held this April in Saitama City when both companies attended the "1st E-Kizuna Forum in Saitama." At the Forum, both MMC and Yamada Denki discussed the possibility of sales of EVs at electronics retailers, under the common understanding that promotion and popularization of EVs has an important role to play in achieving a low-carbon society.

Yamada-Denki has been proactive in its efforts towards environmental issues, and as part of the "smart-house business," has already started planning and sales for energy-saving eco-friendly products such as solar electricity generators, EcoCute, and 100% electric-powered home electric systems. In the future, EVs will be able to act as an energy sources, and it is foreseen that EVs will play an important role in efficient electrical distribution and usage in households; and by initiating sales of EVs Yamada Denki is proactively promoting total solutions in its "smart house business."

MMC introduced the i-MiEV in Japan in July 2009, has started individual sales from this April and has sold about 3,000 units so far in Japan. In order to popularize EVs, a nonconventional automobile category, implementation of nonconventional new initiatives that go beyond the boundary of the industry are necessary. Moving forward, cooperation with electronics retailers, who will be able to provide ideas about new ways to use EVs in living environments will hold a deeper importance.

*1 Yamada-Denki Co. Ltd and Kanto Mitsubishi Motors Sales Co. Ltd. signed a Basic Marketing Contract for EV supply

*2 EV Popularization Project for Saitama City

*3 A committee organized by Saitama City on April 26, 2010 in order to have a place for related parties (national government, heads of 10 leading companies and 20 municipal bodies) to exchange information and opinions to make possible a low-carbon society where safe and pleasant EV travel is possible anywhere.

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--ABOUT MITSUBISHI--

Mitsubishi Motors Australia is part of the global Mitsubishi Motors organisation and is fully owned by Mitsubishi, one of the world's largest companies.

The company's history dates back to 1870, when Mitsubishi's Japanese founder, Yataro Iwasaki, started a shipping company with three steamships. The company grew from strength to strength and, in 1914, registered the Mitsubishi three-diamond trademark. This symbol embodies more than 130 years of tradition, and has earned the confidence and trust of customers all over the world.

Mitsubishi takes great pride from knowing that more than 11 million people from around the world have chosen to drive a Mitsubishi vehicle. There are Mitsubishi dealers in more than 200 sites across Australia. These professional and knowledgeable dealers help owners ensure their Mitsubishi car is always looked after by fully-trained Mitsubishi technicians, using genuine Mitsubishi parts that meet stringent global standards.

Mitsubishi works hard to develop award winning new cars and automotive technology.

If you would like to know more about the iMiEV electric car or the compact SUV, the new ASX, see the Mitsubishi website.

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