

Record Sales For Mitsubishi In 2010

The new electric car and strong growth in the SUV (sports utility vehicle) sector have meant a record sales year for Mitsubishi Motors Australia.

January 12, 2011 (FPRC) -- Mitsubishi Motors Australia Limited (MMAL) achieved record sales of 62,496 in 2010, representing a 9.6 per cent increase from 2009. Combined with strong growth in the SUV market and a number of record results, 2010 proved to be a successful year for the company.

In 2010, MMAL made history by introducing the first fully electric vehicle in volume production to the Australian market, with 112 i-MiEVs registered on VFacts.

Other highlights achieved by MMAL during 2010 included:

Best ever annual result for Lancer with 23,076 sales

Best ever annual result for Outlander with sales of 8,537

Growth of 52.5 per cent in the total SUV market thanks to strong sales of Outlander, ASX, Challenger and Pajero

Pajero sales increasing at double the market rate (32.5 per cent compared to 16.1 per cent) to reach a total of 6,986

Another record year for Triton with sales of 16,578

Strong sales of the new ASX, with 631 sold in December

MMAL president and CEO, Masahiko Takahashi, said the strong sales results for 2010 reflected the company's commitment to providing customers with highly equipped vehicles at attractive prices.

'Mitsubishi is committed to sustainable, consistent growth, and I'm confident we can continue to consolidate our market share in 2011,' Takahashi said.

'We have a great product line-up to offer customers and we are determined to succeed.'

Sales of the new ASX are expected to strengthen as more stock becomes readily available in 2011, with 2,349 already sold in 2010.

Calendar year sales for the company totalled 62,496, an increase of 9.6 per cent over total sales for 2009. MMAL's overall 2010 total market share remained steady at 6 per cent.

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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 Cars or a Mitsubishi commercial vehicle see the Mitsubishi website.

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