

The i-MiEV Goes On Sale In 15 European Countries

There's a whole heap of buzz around the Mitsubishi electric car, i-MiEV, as it launches in 15 European countries.

January 19, 2011 (FPRC) -- Mitsubishi Motors Corporation (MMC) announced today that sale of the European-spec i-MiEV new-generation electric vehicle is to commence in 15 European countries (*1).

As a reminder, MMC began production of the i-MiEVs for Europe from October of last year. Three months after starting shipment, about 2,500 units (*2) were shipped.

Currently, the i-MiEV is attracting high attention in Mitsubishi Motors Europe's territory. In addition to the first 15 countries the car is to be sold in, there have been requests to introduce the i-MiEV from Finland, Serbia, Turkey, and Slovenia. In response to these requests, MMC plans to ship units to these countries in the near future, making the European countries the i-MiEV will be sold in to 19. Later on, the i-MiEV shall be sequentially introduced further within Mitsubishi Motors Europe's territory.

*1: Austria, Belgium, Denmark, France, Germany, Ireland, Italy, the Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, United Kingdom.

*2: This number includes Peugeot iOn and Citroën C-ZERO.

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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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