

Mitsubishi Motors Environment Initiative Program 2015

Mitsubishi continues to work towards preventing global warming and reducing environmental pollution with its 2015 vision for the Mitsubishi Motors Environment Initiative.

January 21, 2011 (FPRC) -- Mitsubishi Motors Corporation (MMC) today announced the formulation of the 'Mitsubishi Motors Environment Initiative Program 2015,' a mid-term plan for the group's environmental initiatives. This program follows up on 'Environment Initiative Program 2010' and represents a guide for the company from FY2011 to FY2015. As well as being an action plan for the achievement of 'Mitsubishi Motors Group Environmental Vision 2020,' it is one of the key points of the new 'Jump 2013' mid-term business plan that was also announced today. The program will be pursued as one of the group's top priorities.

MMC launched the 'Environment Initiative Program 2010' in FY2006, and it spearheaded the development and commercialization of a number of environment-friendly vehicles and technologies. Among the highlights were the launch of a new-generation electric vehicle 'i-MiEV', the launch of vehicles with clean diesel engines that meet the latest standards in Japan and Europe, as well as expanded usage of 'Green Plastic', based on the company's proprietary plant-based plastics technology. In production processes, the company has made great strides in preventing global warming and environmental pollution, including the introduction of new method of application to reduce drying energy in water-based painting lines.

In June 2009, the company formulated and published the 'Mitsubishi Motors Group Environmental Vision 2020' as its overarching guidelines for environmental initiatives. Among the goals to be achieved by 2020 are electric-powered vehicles (EV and PHEV) accounting for 20% or more of total production volume, (new) models' CO2 emissions to be reduced by 50% in comparison from FY2005 levels as a global average. The company also targets a reduction of at least 20% in CO2 emissions per vehicle in its production processes in comparison from FY2005.

'Environment Initiative Program 2015' sets interim targets for 2015 as a step along the way to achieving the 2020 targets. It calls for electric-powered vehicles to account for at least 5% of total production volume, thus helping the target of 25% reduction in CO2 emissions, and a reduction of 15% in CO2 emissions during production (all in comparison to FY2005 levels).

Major Targets for FY2015 in the 'Mitsubishi Motors Environment Initiative Program 2015'

(All reductions in comparison to FY2005 levels)

FY2015 target
(Environment Initiative Program 2015)

FY2020 target
(Environmental Vision 2020)

CO2 emissions for new product
(New vehicles, global average, per-vehicle)
25% reduction
50% reduction

EV/PHEV production ratio
5% or more
20% or more

Production CO2 emissions
(Per-production vehicle)
15% reduction
20% reduction

'Mitsubishi Motors Environment Initiative Program 2015' Highlights

Formulation of the 'Mitsubishi Motors Environment Initiative Program 2015' provided an opportunity to re-examine the activities and targets of the 'Environment Initiative Program 2010' from the four perspectives of 'products and technology,' 'business activities,' 'collaboration with society' and 'stronger basis of implementation.' It also added new activities for the Mitsubishi Motors Group as a whole as it works towards the achievement of the 'Mitsubishi Motors Group Environmental Vision 2020.'

1.Products and Technology

In the area of 'products and technology,' the company will enhance its line up and expand its sales territories for electric-powered vehicles (EV and PHEV). It will also develop new technologies to improve performance of EV/PHEV and create systems and organizations for the recycling and reuse of spent batteries. In addition, it will endeavor to reduce environmental load throughout the product lifecycle by proactively launching more 'Green Technologies', including hybrid vehicle, next generation MIVEC* engine and idling stop mechanism, expanding application of 'Green Plastic' and strengthening the management of hazardous substances contained in products and materials.

*Mitsubishi Innovative Valve timing Electronic Control system

Category

Initiatives

Specific initiatives and targets *1

Prevention of global warming

(1)Reduction of vehicular running CO2 emissions

* Compliance with fuel efficiency and CO2 regulations of Japan and other countries

(2)Enhancement of EV/PHEV product lineup and expansion of sales territory

* Deployment of 'i-MiEV' to the North American market and others

* Launch of commercial mini EV in the Japan market in 2011

* Launch of plug-in hybrid vehicles in Japan, the United States and Europe since 2012

* EV/PHEV production ratio of at least 5%

(3)Development of new technologies to improve performance of EV/PHEV

* Improvement of battery energy density

* Development of smaller, lighter-weight parts and components for EV/PHEV, as well as integrating functions of those parts

(4)Development and deployment of 'Green Technologies'

* New launch of hybrid vehicle

* Improvement of gasoline engines and clean diesel engines (expanded utilization of idling stop mechanism, next-generation MIVEC etc.)

* Lighter-weight bodies and components

* Market launch of eco-driving support system

Recycling and resource conservation

(5)Development of new technologies and enhancement of organizations and systems for the recycling and reuse of EV/PHEV

For used drive batteries

* Development of recycling technology

* Creation of recycling systems and organizations

* Development of secondary utilization technologies and businesses

(6)Development and commercialization of less resource-intensive materials

* Expanded application of 'Green Plastic' (plant-based plastics)

(7)Improvement of recycling efficiency of used automobiles and its parts

* Used automobile recycling efficiency: at least 96% *2

* Dealer repair/replacement bumper recovery rate: at least 60%

Prevention of environmental pollution

(8) Expanded deployment of low-emissions gas vehicles

* Japan: Continue to expand deployment of 4-star rated low-emission vehicles

* Europe: Early adaptation to EURO6

* USA: Adaptation to LEVIII

* Emerging countries: Promotion of EURO3-5 vehicles

(9) Reduction of hazardous substances in products

* Formulation and expansion of common global hazardous substance management standards

*1: All targets are for FY2015 unless specifically noted otherwise

*2: Based on calculation methods used in the 3rd joint meeting of the Industrial Structure Council and Central Environmental Council on 2003.5.22

2. Business Activities

The company will promote environmental activities in all facets of its operations, including product planning, development, production and after-services. It will also set environmental standards for business activities in the individual areas of production, procurement, sales and after-services etc, and will endeavor to improve the levels of environmental initiatives throughout the Mitsubishi Motors Group.

TABLE THREE

Category

Initiatives

Specific initiatives and targets *1

Production and logistics

(10) Reduction of unit CO2 emissions in production

* 15% reduction in CO2 emissions per production vehicle at Japanese and international plants (compared to FY2005)

(11) Reduction of unit CO2 emissions in logistics

* 9% reduction of CO2 emissions per-unit sales in domestic logistics (compared to FY2006)

(12)Resource conservation and recycling in production

* 45% reduction of externally-disposed waste per production vehicle at Japanese plants (compared to FY2005)

(13)Resource conservation and recycling in logistics

* 40% reduction in steel used per unit volume for KD *3 shipping containers at Japanese plants (compared to FY2006)

(14)Reduction of hazardous substances generated in production

* Reduction of VOC *4 per unit painting area to less than 35 g/m² (body and bumper painting) in Japanese plants

(15)Establishment and enforcement of environmental standards in production

* Establishment of environmental guidelines for plants, evaluation and improvement of plant environmental performance

Development, sales, servicing and offices

(16)Reduction of unit CO₂ emissions in non-production facilities

* 5% reduction in unit CO₂ emissions at Japanese facilities (development facilities, parts centers etc.) (compared to FY2010)

(17)Reduction of unit CO₂ emissions at non-production affiliates

* 5% reduction in unit CO₂ emissions at Japanese affiliates (8 companies) (compared to FY2010)

* 2-5% reduction in unit CO₂ emissions and international affiliates (9 companies) (compared to FY2010)

(18)Establishment and enforcement of environmental standards in sales and servicing

* Establishment of environmental guidelines for dealers, evaluation and improvement of dealership and service center environmental performance

Collaborative activities with suppliers

(19)Enhanced management of hazardous substances in the supply chain

* Improved coordination of the supply chain to enhance management at the supplier level of hazardous substances in products and materials

(20)Promotion of energy and resource conservation at suppliers

* Creation of systems and organizations to improve collaborative activities with suppliers

(21)Global deployment of green purchasing guidelines

* Deployment of green purchasing guidelines to the suppliers of international plants

*3:Knockdowns (vehicles exported as parts for assembly at local plants)

*4:Volatile organic compounds

3.Collaboration With Society and Stronger Base of Implementation

The company will play a proactive role in efforts to create infrastructure and perform field testing that will lead to the spread of electric-powered vehicles. It will also work together with customers and society at large to create new transportation system. In addition, the company will endeavor to further expand disclosure of environmental information and will deepen communication with stakeholders in both directions so as to better work with local communities and environmental NPOs/NGOs on effective conservation activities.

TABLE FOUR

Category

Initiatives

Specific initiatives and targets *1

Collaboration for the spread of EV/PHEV

(22)Collaboration with government and other industries for the enhancement of charging infrastructure

* Collaboration with 'EV/PHV Towns' for the enhancement of charging infrastructure

* Collaboration with the CHAdeMO Association for the enhancement of recharging infrastructure and promotion of international standardization

(23)Research into Smart Grid and other strategies for utilizing electric vehicles

* Participation in field testing for the commercialization of Smart Grid

Biodiversity

(24)Promotion of activities under the Basic Guidelines for the Preservation of Biodiversity

- * Monitoring and analysis of the impact of business activities on biodiversity
- * Activities to promote understanding, education and self-awareness of biodiversity

Strengthening of environmental management

(25)Promotion of environmental management that is integrated with affiliates

- * Creation of integrated environmental management systems in collaboration with Japanese and overseas affiliates

(26)Expanded application of LCA *5 in product development

- * Strengthening of systems to evaluate lifecycle CO2 emissions in new vehicle development

(27)Enhancement of environmental information disclosure and environmental communications

- * Enhancement of information disclosure in environmental accounting etc. presented in environmental reports and on the web site
- * Promotion of environmental communications with stakeholders

(28)Promotion of systematic environmental education

- * Promotion of environmental education by job grade and business unit

*5:Lifecycle assessment

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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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