



PRESS RELEASE – EMBARGOED UNTIL 19:30 CEST, April 23rd, 2024

MITSUBISHI MOTORS DELIVERS A STEP-CHANGE IN CONNECTIVITY AND A STRONGER DESIGN IDENTITY WITH THE NEW ASX

- **Mitsubishi Motors reveals the New ASX B-SUV, emphasising the brand's signature design language and delivering a major step forward in digitalisation and connectivity**
- **The New ASX incorporates the "Dynamic Shield" front face design, a core feature of the brand's design DNA, while reinforcing the vehicle's SUV characteristics**
- **In a first for Mitsubishi Motors, New ASX comes with Google built-in, offering built-in apps and services including (Google Assistant, Google Maps, and more on Google Play)**
- **To elevate the ownership experience, the New ASX launches together with My Mitsubishi Motors App providing users real-time information and control via their mobile phones**
- **Efficiency and performance are delivered with the latest powertrain technology with both Hybrid (HEV) and Mild Hybrid options**
- **The New ASX integrates an enhanced suite of passive and active safety technologies including the "MI-PILOT" Advanced Driver Assistance System (ADAS) to improve safety for both occupants and other road users**
- **The New ASX is backed by the brand's five year factory warranty, as part of the Mitsubishi Motors Service Commitment, providing peace of mind for customers**

Amsterdam, April 23rd, 2024 – Following the launch of the new COLT, Mitsubishi Motors Europe is shaking up the B-SUV segment with the unveiling of the New ASX, a vehicle designed and developed for drivers who appreciate advanced technology, class leading connectivity and modern design.

The New ASX has been redesigned to fully incorporate Mitsubishi Motors' signature "Dynamic Shield" front face, integrating the brand's visual DNA and reinforcing the vehicle's SUV characteristics.

The New ASX ("Active Sports X-over") introduces class-leading, innovative infotainment technology and mobile apps with Google built-in. Developed in conjunction with the Alliance, it improves the ownership experience and solidifies its position at the heart of the core European B SUV segment.

"The competitiveness of the Mitsubishi Motors ASX is greatly enhanced with a deeper integration of the brand's exterior design and a major step forward in the world of digitalisation and connectivity", said Frank Krol, President & CEO of Mitsubishi Motors Europe. **"Having Google built-in means the New ASX seamlessly integrates the driver's digital life inside the car, and also outside the car with the My Mitsubishi Motors app, which provides real-time control over numerous functionalities."**

Developed for Europe and based on the Renault-Nissan-Mitsubishi Alliance CMF-B platform, the New ASX delivers a wide range of electrified powertrain options including full Hybrid (HEV), and Mild Hybrid technology, advanced, efficient combustion engines as well as a full suite of safety and convenience technologies to help protect and support the driver and other occupants.

It's all backed by the Mitsubishi Service Commitment which includes a five-year, 100,000km, factory warranty that provides peace of mind for customers and sets the New ASX apart

from many of its competitors, while highlighting the brand's reputation for quality and reliability.

The New ASX will be manufactured at Renault's Valladolid plant in Spain with production beginning in May 2024.

Design and trims

The New ASX's design fully incorporates Mitsubishi Motors' signature Dynamic Shield front face, reinforcing the vehicle's SUV characteristics and delivering a confident, robust and a dynamic appearance.

The vehicle's side profile combines a flowing silhouette with broad, high shoulders making for a confident stance, enhanced by the choice of 17" or 18" wheels, that add to the powerful posture. The 17" steel flex wheels include a specially designed wheel cover, while the Diamond cut black 18" alloy wheels incorporate a new, unique design for the refreshed vehicle.

The rear aesthetic complements the sporty versatility of the design. The lights are distinctively styled, and as with the front headlight, full-LEDs. It's finished with the ASX nameplate and sculpted Mitsubishi wordmark across the tailgate, highlighting the New Mitsubishi Motors ASX.

The SUV's exterior is enhanced by a host of injected and gloss black trims as well as bright chrome across INFORM*, INVITE*, INTENSE* AND INSTYLE* including the front skid plate, side mouldings and the rear skid plate, building its rugged finish.

**trimline names and specifications may vary per market.*

The new ASX comes with a choice of five colours across all trim levels: metallic Crystal White, Sunrise Red, Onyx Black, Royal Blue, and Steel Grey. While in INTENSE and INSTYLE trims a metallic Onyx Black roof can also be specified in combination with every colour option (other than Onyx Black) to deliver a differentiated two-tone aesthetic.

Inside the New ASX, the design is versatile and ready for whatever adventures it needs to embark on. Ingress and egress are streamlined due to the vehicle's high hip-point. Once inside, a selection of fabric and leather options are available depending on the trim level chosen, while heated seats and a heated steering wheel ensure comfort during the winter months. And when the temperatures drop the heated windshield can defrost or demist screen to ensure visibility in any conditions.

The New ASX's interior is flooded with light thanks to the large panoramic sunroof. The 690mm wide, has three intermediary opening options, all easily controlled through a bezel located above the rear-view mirror. When opened fully, the sunroof retracts 315mm to bathe the cabin in natural light.

Comfort, versatility and practicality are built-in; the bench slides 16cm forward, allowing for even more space and storage inside the trunk or increased legroom. That equates to an additional 69 litres (VDA) of cargo capacity on top of the standard 332 litres (VDA) with the seats in the fore position. And it's standard on all trim levels. The everyday functionality of the New ASX is highlighted by the large storage options available in the cabin – the glovebox, central armrest and door bins provide over 22 litres of space.

Digitalisation and connectivity

The New ASX represents a step-change in connectivity giving drivers greater control of the vehicle and a seamless integration into their everyday lives. The New ASX comes with Google built-in and the My Mitsubishi Motors app, allowing the users to access real time diagnostics, remote operations, and vehicle-finder functionality, among other features.

With Google built-in, drivers have access to apps and services like Google Maps and more on Google Play available directly in the cabin.. It also brings Google Assistant into the vehicle, meaning that hands-free help on the go is accessible simply by just saying "Hey Google" or by long press of the push to talk button on the steering wheel. Google Assistant can be used to navigate, stream media, make phone calls and send texts, control vehicle functionalities, and more. Google built-in will gradually roll out across the Mitsubishi Motors product line in Europe over the coming years.

The integration of a full suite of connected services is bolstered with the introduction of the My Mitsubishi Motors mobile app. It delivers relevant information and remote services in an easy to use mobile app, available in App Store and Google Play that stays with the driver no matter where they are.

The New ASX's infotainment system is centred on the large 10.4" portrait pixel dense screen. Delivering all the information occupants need in complete clarity thanks to its 960 x1,280 pixel, 150DPI display whether it's wireless smartphone replication to access mapping information or a host of other apps. Smartphones can also be charged wirelessly for greater convenience.

And to enhance audio clarity the New ASX includes a premium Harman Kardon® sound system. The 10 channel, 410W audio experience delivers clear, impactful bass and smooth and detailed mid-range and treble for every occupant.

The New ASX cabin's digitalisation is further boosted by either the 7" configurable cluster display or the 10" Digital Driver Display that allows the driver to personalise the screen, allowing navigation instructions to be replicated. Both offer a wealth of information, putting the most important data directly in front of the driver.

The level of interaction and controllability in the New ASX includes allowing occupants to personalise the in-vehicle experience by changing the ambient lighting from a range of colours to highlight the interior design and match their mood. While Mitsubishi Motors' Drive Mode system, controlled via the SDA, enables the driver to personalise steering response, dynamic chassis control and traction power delivery in addition to the pre-defined Comfort, Eco and Sport modes.

Like other smart devices, the New ASX will continue to be kept up to date, even after purchase. New apps, functions and updates will be rolled out, on a continuous basis, including remote OTA (Over The Air) software updates - much like smartphone updates - improving the infotainment experience.

On top of the new range of digitalisation and infotainment systems, the eCall function remains available, so if the worst does happen, help is only a press of a button away. In the event of an accident or when the eCall button is pressed, the vehicle automatically contacts the corresponding Public Safety Answering Point (PSAP), sending location and sensor information so emergency services can respond as fast as possible.

Powertrains

NOTE: all power, performance, consumption and emissions values are indicative only and subject to final homologation.

The New ASX offer advanced electrified powertrains including full Hybrid (HEV) and Mild Hybrid powertrains as well as efficient combustion engines making it simpler for customers to choose the technology that best suits their driving needs.

All the powertrains are matched with a chassis setup that provides pinpoint driveability, tuned to the needs of the driver through the three pre-defined driving modes and the possibility to personalise the SUV's characteristics.

1.0-litre turbocharged gasoline*

The entry engine is the innovative three-cylinder 1.0-litre turbocharged gasoline engine. The 1.0-litre MPI-T is mated to a six-speed manual transmission and provides an abundance of performance, delivering 67kW of power and 160Nm of torque. Its ability to deliver in any scenario is backed by its efficiency, returning 5.7litres/100km, emitting just 130g/km CO₂.

Electrification is a cornerstone of the European market and the New ASX delivers for customers who want performance with a more efficient edge.

1.3-litre direct-injection turbocharged gasoline/Mild Hybrid*

Its 1.3-litre DI-T comprises a 1.3-litre direct-injection, turbocharged gasoline engine integrated with a mild hybrid system uses a belt driven starter generator coupled to a 12V Lithium-ion battery, meaning energy can be recovered during deceleration and braking phases, and electric torque assist. The setup can be mated to either a six-speed manual transmission or a seven-speed dual-clutch automatic transmission (7DCT). The engine delivers 103kW/260Nm with the manual gearbox or 116kW/270Nm, with the 7DCT. Fuel efficiency and emissions are 5,7*litres/100km while emitting just 130*g/km CO₂ and 5,8*litres/100km and 132*g/km CO₂ respectively..

1.6 litre hybrid (HEV)*

Customers who demand even greater efficiency and lower tailpipe emissions can benefit from the New ASX's full hybrid (HEV) powertrain. The technology combines a 1.6-litre gasoline unit with two electric motors and an automatic, multi-mode gearbox. The 105kW unit delivers the perfect balance between performance and efficiency thanks to the electrical assistance.

With a total range of 900km, up to 80% electrically driven in the city, 40% fuel saving and the best EV capacity in the HEV segment the incredible responsive hybrid system in the New ASX gives drivers dynamic performance combined with a comfortable user experience.

Emissions are just 104g/km CO₂ while official fuel efficiency figures are just 4.6litres/100km based on the official test cycle.

Safety, convenience and comfort

Safety is at the heart of the driving confidence that Mitsubishi Motors vehicles deliver, and New ASX integrates a full complement of passive and active safety features to keep occupants and other road users safe across every trim level.

Active Safety

The New ASX's suite of active safety systems delivers maximum safety and peace of mind and are built around a mixture of ultrasonic sensors, radar and camera technology to build a picture of the vehicle's surroundings, helping it to avoid obstacles, warn the driver or take evasive action to mitigate or prevent incidents from occurring.

Available as standard on all models includes: Forward Collision Mitigation system with Pedestrian Protection, Automatic High Beam, Cruise Control with Speed Limiter, Driver Attention Monitor, Intelligent Speed Assistance, Distance Warning, Lane Departure Warning, Lane Keeping Assist and Emergency Lane Keeping Assist, Parking Sensors and Rearview Camera. In the New ASX these systems are now augmented with a range of new

technologies to increase safety even further.

Around View Monitor, Park Assist, Blind Spot Warning, Occupant Safe Exit Assist and Rear Cross Traffic Alert all supplement the New ASX's safety features.

MI-PILOT

In top spec automatic variants, the New ASX also features the MI-PILOT (Mitsubishi Intelligent - PILOT) system, which combines Adaptive Cruise Control (ACC) and Lane Centering Assist (LCA).

Using cameras, radar and a dedicated ECU, MI-PILOT controls acceleration, brakes and steering to help take the strain out of long-distance driving on motorways and repeated stop-and-go traffic to keep drivers more comfortable and relaxed on long drives. The technology benefits from three user settings – Manual, Automatic – Road Context and Automatic – Legal Speed – so drivers can retain or give greater control to the vehicle's speed. The system isn't intrusive and always relies on the driver to take full control when necessary.

On top of all these systems is the eCall function, so if the worst does happen, help is only the press of a button away.

Passive Safety

The vehicle's structure is made from a mix of high-strength steels to help absorb impacts should the worst happen. Inside the cabin driver and passenger front and side airbags, two curtain airbags on each side, seatbelts with pre-tensioners and load limiters, anti-whiplash head restraints, ISOFix childseat anchor points, are all included to keep occupants as safe as possible.

The New ASX is also designed to prevent injury to more vulnerable road users such as pedestrians and cyclists. The bonnet, front bumper, headlamps and lower windshield area are specially-adapted to reduce the likelihood of injuries.

Mitsubishi Service Commitment

As with all Mitsubishi Motors vehicles sold in Europe, the New ASX comes with the Mitsubishi Service Commitment, which includes:

- 5-year/100 000 km factory warranty.
- 12-year anti-corrosion warranty.
- 8-year/160 000 km traction battery warranty.
- 8-year/160 000 km battery capacity warranty.
- 5-year roadside assistance (Mitsubishi Assistance Package).

The new ASX will be manufactured at Renault's Valladolid plant in Spain, with production starting in May.

* performance/emission figures are indicative and subject to homologation
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