

OUTLANDER



- Product Outline -

Kentaro Honda
C-Segment Chief Vehicle Engineer

Brand Target Audience

ADVENTURERS
People with an adventurous spirit

**Desire to challenge
new things
with confidence**



**Desire to make my family,
friends and myself smile**



Key enablers for MITSUBISHI MOTORS-ness

**Confident
Dynamics**



**Robust
Quality**



**Uplifting
Comfortable
Space**



<https://youtu.be/Br764gSJEDA?si=Ck9i1Cb1fFO6v8M>

威風堂堂

The ON-ROAD SUV that possesses
"Strength" and "Quality"

1 ♦ The impressive
Presence



2 ♦ All-time comfort,
safe-secure feeling



3 ♦ Upper-classed
quality cabin



OUTLANDER

威風堂々

【 I - Fu - Do - Do 】



Design Concept

BOLD STRIDE

- > Bold willpower to adventure
- > Stride confidently one step further



OUTLANDER

Front Design Identity

DYNAMIC SHIELD

> Robust & structured

> Prestigious & proud

力強いパフォーマンスとプロテクションの安心感を表現した
「ダイナミックシールド」コンセプト

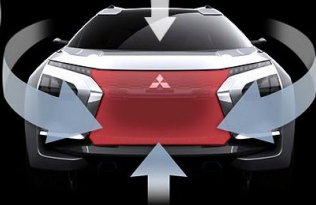
Form Follows
Function

形態は機能に従うという発想でDynamic
Shieldを表現



PROTECTION

ヒト・クルマを守るカタチ



PERFORMANCE

性能をあらわすカタチ



OUTLANDER

Rear Design Concept

HEXAGUARD HORIZON

> “SCULPTED HEXAGON” as high confidence “



[New OUTLANDER] The impressive presence



- Exterior refresh to enhance defining detail design by modifying front grille, skid plate and wheel design etc. with keeping high-evaluated exterior strength and reliable image.



New body color:
Moonstone Gray metallic

Design change area



Front upper grille



Front/Rear lower bumper and skid plate



Rear combi lamp



Wheel

OUTLANDER

Instrument panel Design Concept

HORIZONTAL AXIS

> Strong bone passes through the center



Upper-classed quality cabin

Upper-classed
quality cabin



- Enhance overall interior quality focus on prestigious, sophisticated and comfort to compete upper-class models.



New interior color: Brick Brown
(for semi-aniline leather trim)

[New OUTLANDER] Center Console Refreshment

Upper-classed
quality cabin



- Refreshed center console design focus on passive quality and user-friendliness.



[New OUTLANDER] IVI with upgraded UI

Upper-classed
quality cabin



- New 12.3inch IVI focus on larger display size trend and also interior prestigious and advanced image enhancement.
(Enlarged display size, additional function and UI upgrade with 12.3inch full TFT meter UI)

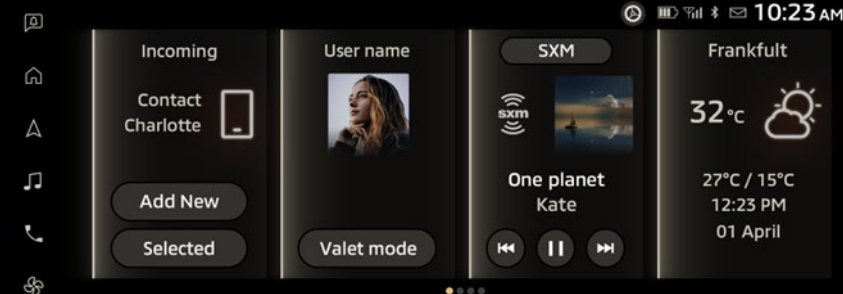
New IVI: Larger display size & new function



- ✓ Display: 12.3inch HD (1920x720)
- ✓ USB port: Type C+C (current: Type A+C)
- ✓ Wireless Android Auto
- ✓ Online function for Navigation
 - Last mile Navi, Destination send to car, Google services
 - Real-time traffic info

Upgraded UI: IVI & Meter

IVI



Meter



[New OUTLANDER] Dynamic Sound Yamaha

Upper-classed
quality cabin

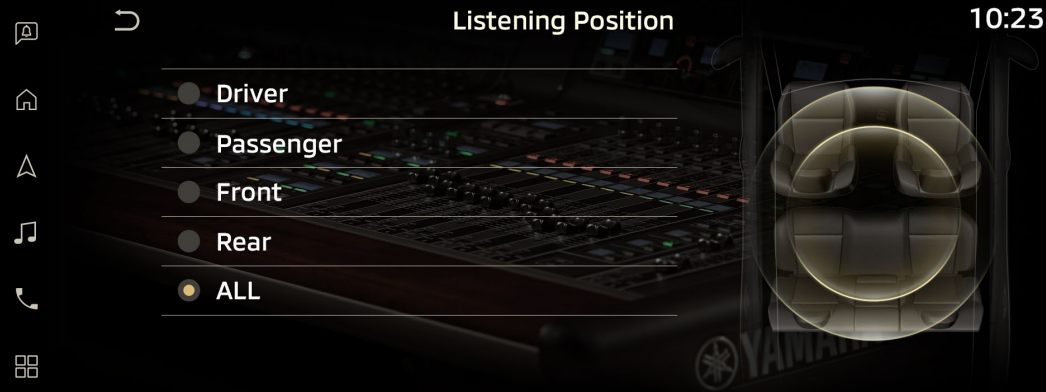


- Realize more comfortable cabin space by newly introduced Dynamic Sound Yamaha.
- Ultimate focus on providing high sound quality and also enhancing interior quality.

Dynamic Sound Yamaha Ultimate



Dynamic Sound Yamaha Premium



Why collaborating with Yamaha?

Upper-classed
quality cabin



By sharing common values regarding professional spirit and manufacturing philosophy, Mitsubishi Motors and Yamaha use their technology to create a unique sound experience as clear as a perfect blue sky. (Fact 1)

Craftmanship

Skilled craftsmanship enhances the production of musical instruments and acoustic technology for professionals



Concert Hall



Grand Piano



Mixer

Long history

Long history of over 130 years of musical instrument production: Accumulated deep understanding of sound and music gained through its experiences and sensibilities



Best tuning

Best tuning tailored for the vehicle concept and customer preferences by Yamaha's Sound Masters



Synergy Created by collaborating with YAMAHA

Upper-classed
quality cabin



Empathize the strength and uniqueness together



Yamaha empowers me to
make waves with my sound
and music



**MITSUBISHI
MOTORS**

Drive your Ambition

- Building a collaborative system
to realize sound concept for
product



Rigid Door Panel for large output (Ultimate)

Dynamic Sound
Yamaha Ultimate

152.9N/mm

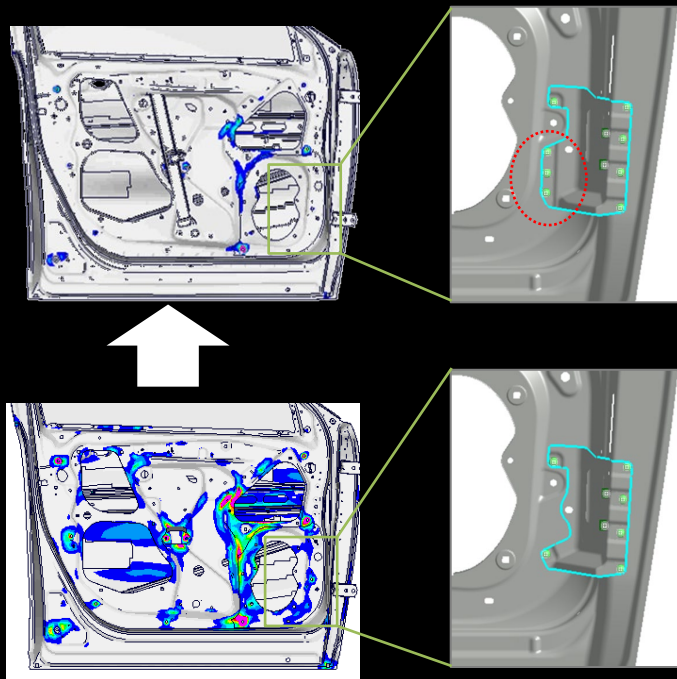
More than 1.5 times !

24MY Bose

101.6N/mm

Door panel rigidity
of low frequency area

Large reinforcement and Additional welding spots to reduced low frequency vibrations.

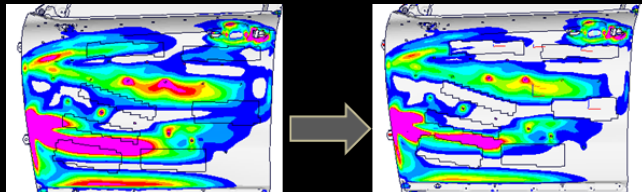
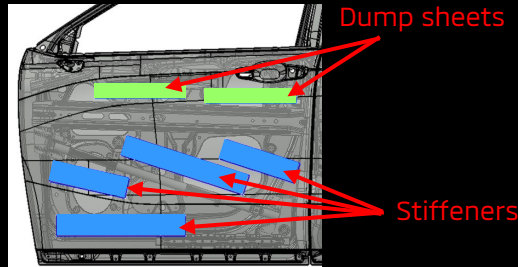


Eliminate unwanted sounds from the car

- ✓ Add sheet and stiffener in the door panel and prevents the sound leak from the panel
- ✓ Plug the working hole in the door panel with covers and prevents unwanted sound from the back of the speaker

Prevents the sound leak

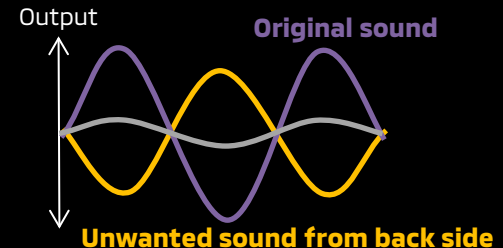
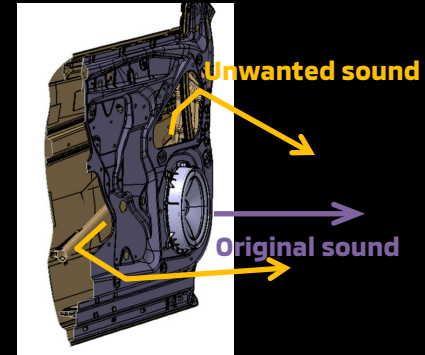
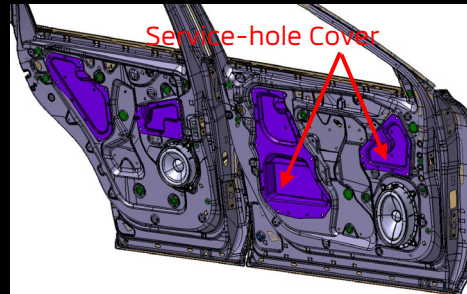
- Add dump sheet and stiffener in the door panel



Door panel deformation

Cut off unwanted sound

• Prevents unwanted sound from the back of the speaker coming around to the front side



Dedicated design (Dynamic Sound Yamaha Ultimate)

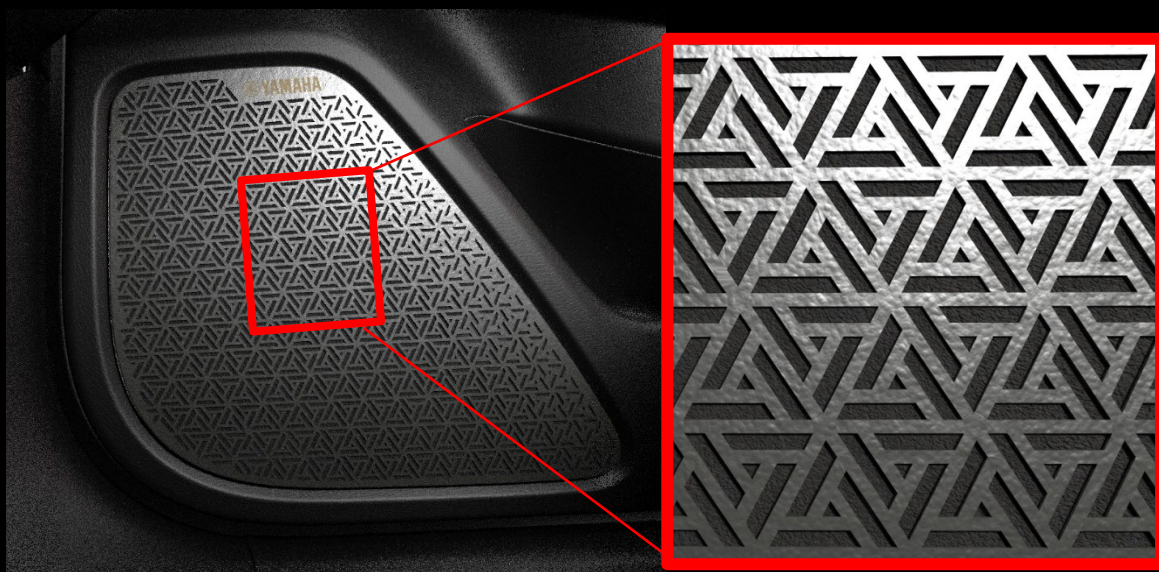
Upper-classed
quality cabin



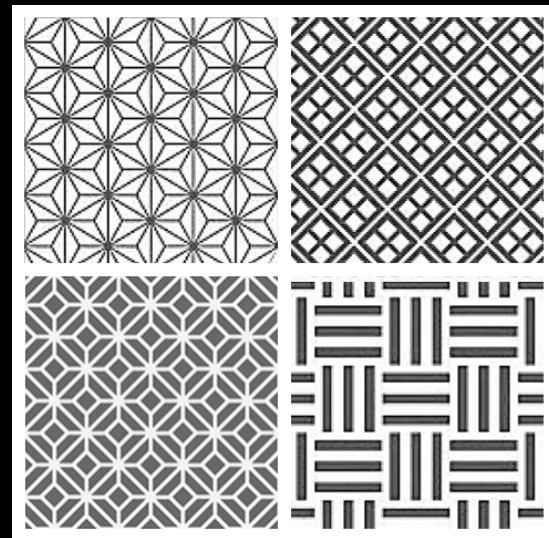
Ultimate Speaker Grill

Ultimate

- ✓ Expressing the sophistication and modernity of Japanese pattern motifs
- ✓ Achieving a high level of balance between design and sound quality



Traditional Japanese geometric patterns



Variations, Specification



Dynamic Sound Yamaha Ultimate : High end model, overwhelmingly superior sound quality

Dynamic Sound Yamaha Premium : Standard model, still superior sound quality

Specification	25MY New Outlander		24MY Outlander	
	Dynamic Sound Yamaha Ultimate	Dynamic Sound Yamaha Premium	Premium (BOSE)	Entry (MITSUBISHI)
No. of Speakers	12	8	9	6
Squawker (Mid range)	✓			
Sub woofer	✓		✓	
Power Amplifier	✓		✓	
Sound type	✓			
Listening Position	✓			
SCV/RCV/ACV	✓	✓ (SCV only)		

New Equipment (Enhance quality and comfort)

Upper-classed
quality cabin



Ventilated front seats (for Drv. & Pass.)



Operation image



For semi-aniline and standard leather seats

Frameless digital rearview mirror w/Homelink



LED interior lamps (w/ touch switch)



Aluminum pedals



Driving Confidence : 4WD development back ground

**LANCER
EX2000 Turbo
(2WD)
1981**

**GALLANT VR-4
(One-way clutch)
6 wins
1989**

**Lancer WRC05
2005 (Last participation in WRC)**

**1984
STARION 4WD**

**1999
Lancer Evo. VI
(Full 4WD active
differential)
4 Driver's title**

S-AWC
Super All Wheel Control

Driving confidence : All-Wheel Control (S-AWC)



**Traction
performance**



**Stability
performance**



**Handling
performance**

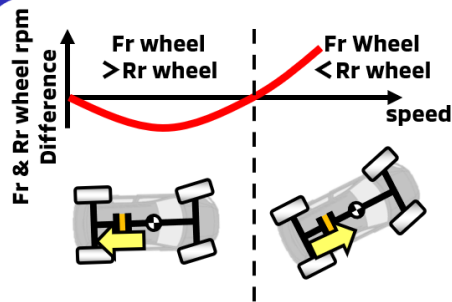


Driving confidence : All-Wheel Control (S-AWC)

S-AWC Super All Wheel Control

Longitudinal Torque Distribution

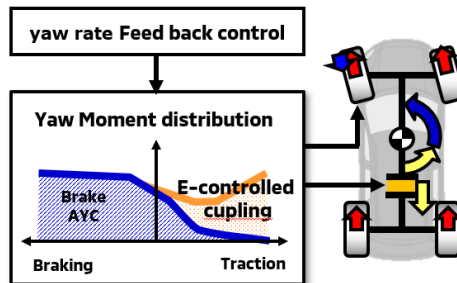
Optimized torque distribution of
FR & RR wheel based on
E-controlled coupling



1. 4WD

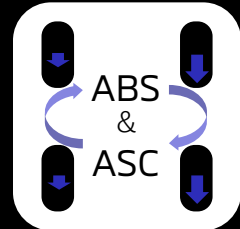
Lateral Torque Vectoring

Brake AYC based on
Total Yaw moment control =
Lancer Evolution X



2. Brake AYC

4-wheel Brake Control



3. ABS/ASC

[New outlander] - Riding Comfort & Handling

All-time comfort,
safe-secure feeling



- High quality ride comfort with high handing stability by newly developed tires and suspension to meet customer demands for ride comfort and handing.

(1) Improved ride quality



Less shock feel !!

(2) Clam ride comfort

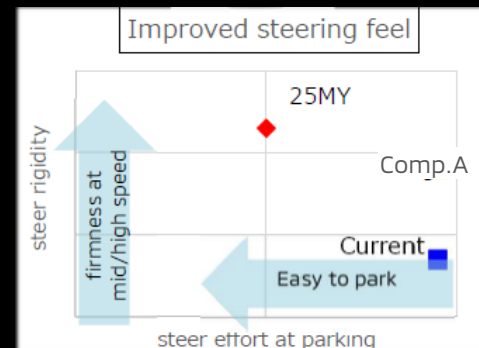
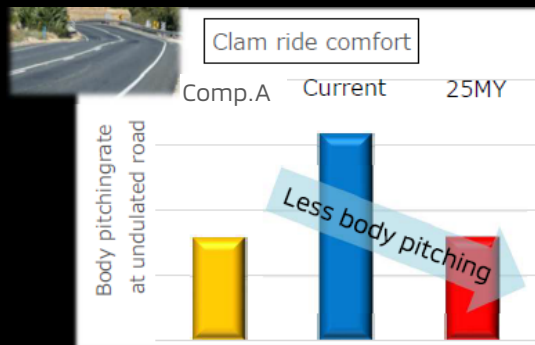
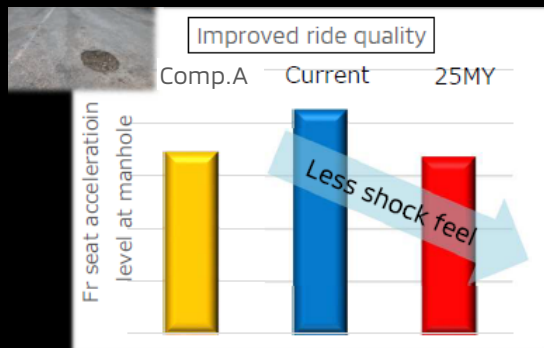


Less body pitching !!

(3) Improved steering feel



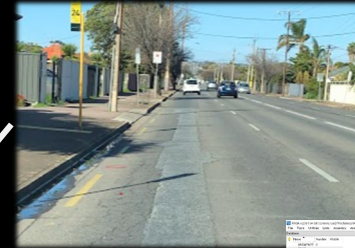
Firmness at mid/high speed !!



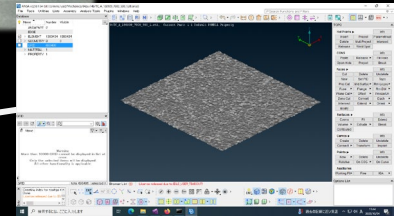
[New outlander] - Riding Comfort & Handling

New Development Process

1. Validate & confirm customer feedback

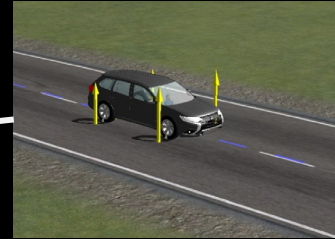


2. Measure road surface

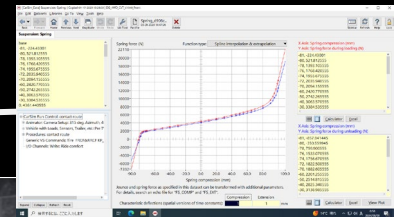


3. Make road surface data

4. Analyze route cause @ CAE



5. Study countermeasures @ CAE



6. Test effect @ Proving ground※



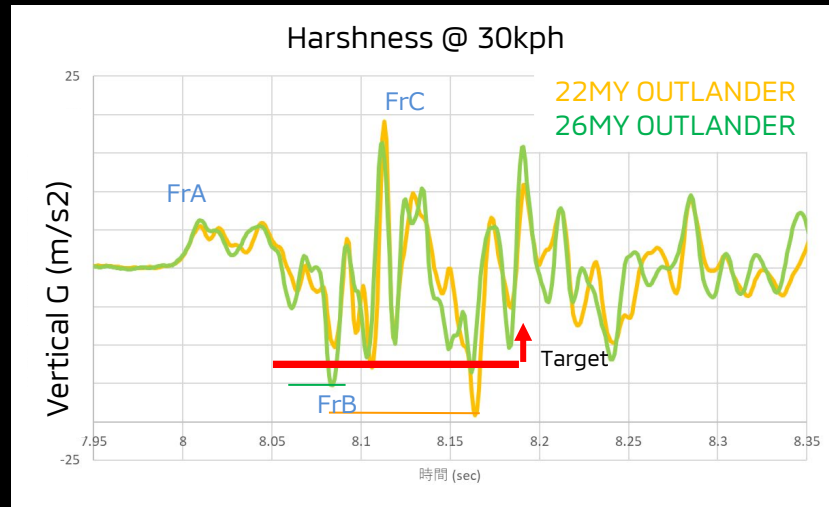
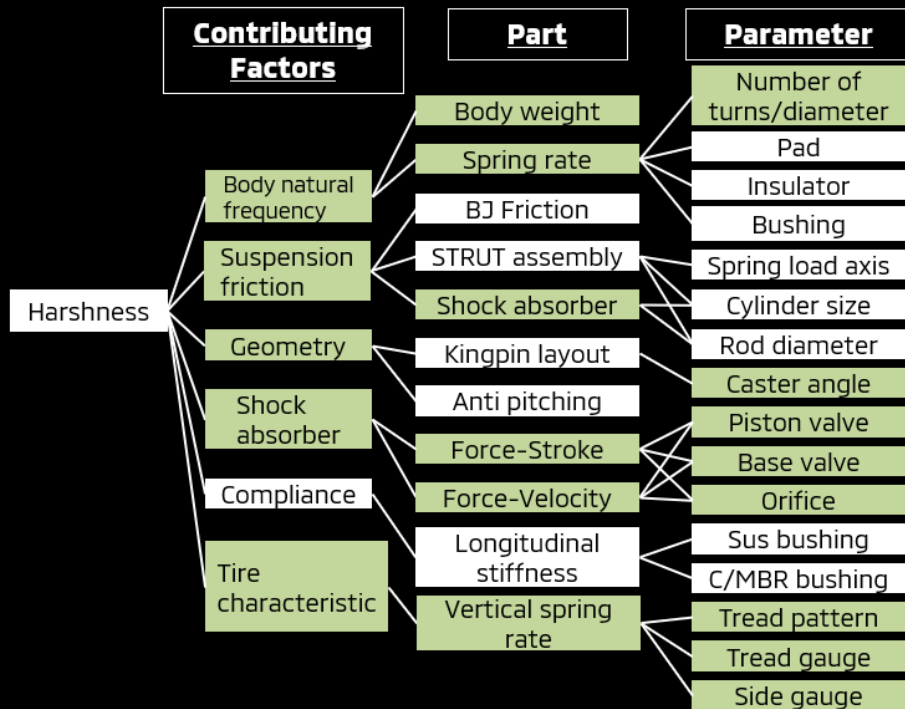
※Construct ② road condition in MMC Proving Ground

Ride & Comfort improvement (Harshness)

All-time comfort,
safe-secure feeling



- Improve Harshness & shock by calibration of spring rate, suspension friction, Tire characteristic.

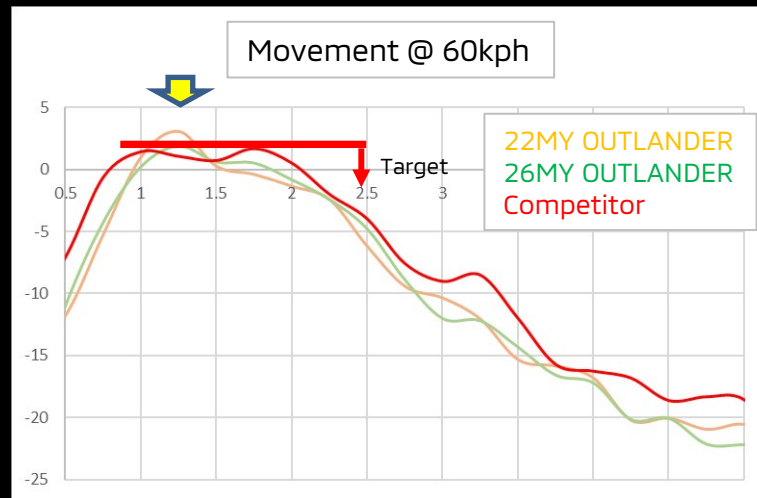
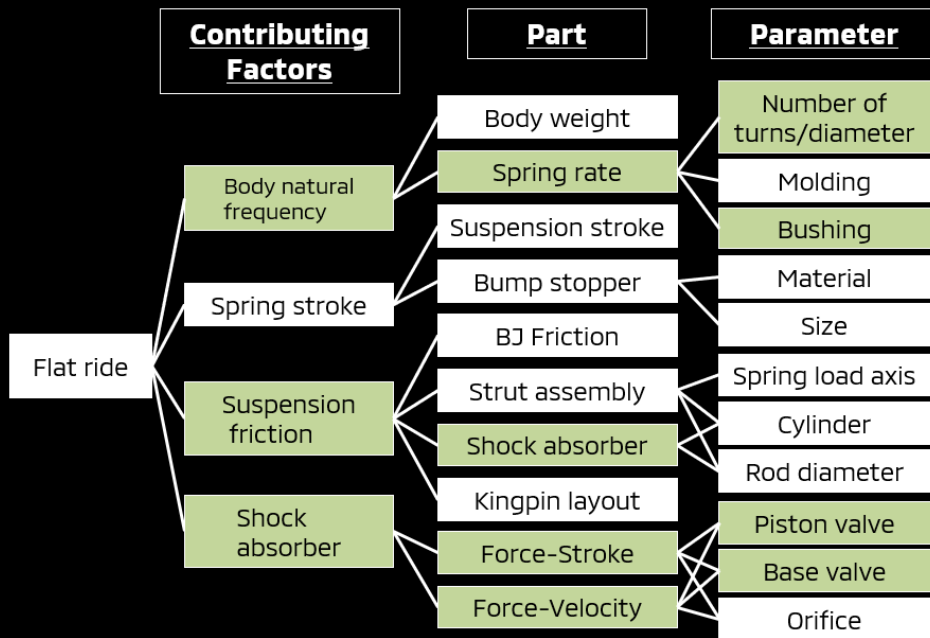


Ride & Comfort improvement (Flat ride)

All-time comfort,
safe-secure feeling



- Improve flatness to move dumping center rear by calibration Rear spring rate, shock absorber dumping characteristic.



Handling improvement

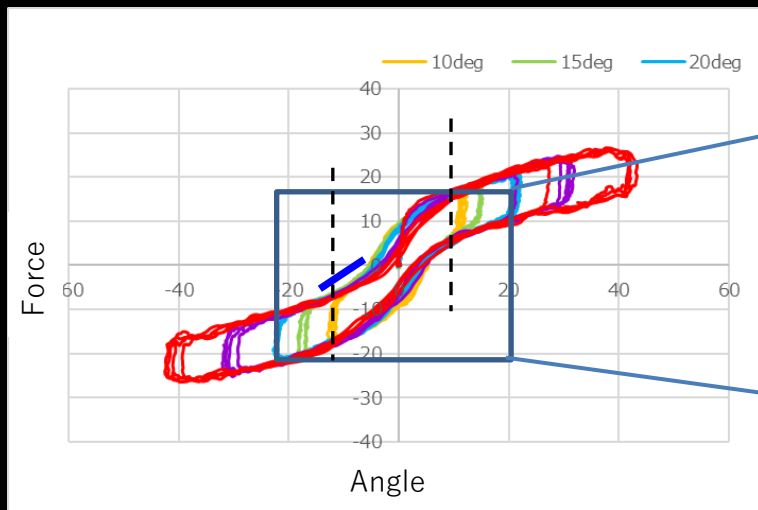
All-time comfort,
safe-secure feeling



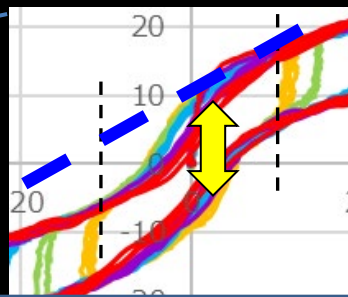
- Establish V-image center feeling with calibration of suspension, EPS with Optimizing the friction to support steer operation.



Steering Angle VS Operation Force

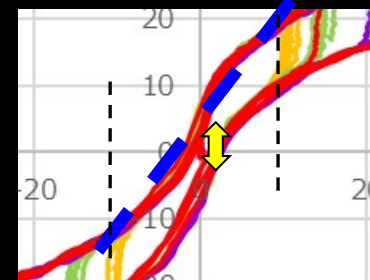


22MY OUTLANDER



Large Friction
⇒ Unclear center feel

New OUTLANDER



Less friction
⇒ Clear center &
responsible feel



**MITSUBISHI
MOTORS**

Drive your Ambition

OUTLANDER

2025 Product Plan



Product Strategy Director

Travis Wattles



Mitsubishi's 2024 Recap



- ◆ **2024 Sales:** Up 25.8% over the previous year (109,843 Sales)
- ◆ **Outlander:** Record annual sales, up 6.5%
- ◆ **Outlander Plug-in Hybrid:** Record annual sales
 - ◆ **Outlander Plug-in Hybrid** added multiple awards
 - ◆ Green Car Journal: Family Green Car Of The Year
 - ◆ Motorweek: Driver Choice Award
 - ◆ S&P Global Mobility: Most Improved Alternative Powertrain Loyalty To Make
- ◆ **Eclipse Cross:** Increased sales, up 28.2%

What's Coming In 2025

March:

- ◆ 25MY Eclipse Cross Black Edition
 - ◆ Adding new features for 25MY:
 - ◆ Power Tailgate
 - ◆ Dark chrome interior parts
 - ◆ Blind spot warning
 - ◆ Auto high beam
 - ◆ Lane keeping assist
 - ◆ And more
 - ◆ 25MY Outlander PHEV Platinum Edition
 - ◆ Top of the lineup special edition
 - ◆ Unique Black Diamond with Alloy Silver roof look
 - ◆ Light grey leather interior to match





What's Coming In 2025

May:

- ♦ Outlander Sport Trail Edition
- ♦ Expansion into outdoor lifestyle
 - ♦ Unique styling
 - ♦ AWC Offroad Performance
- ♦ Brought new customers to Mitsubishi
 - ♦ Was 10% of 2024 Outlander Sport sales





2025 Outlander: Standardizing More

♦ Outlander ensures our customers get the most out of our product

♦ Standard:

- ♦ 12.3in Navigation
- ♦ Wireless Apple Carplay & Android Auto
- ♦ Sirius 360L
- ♦ Yamaha Premium 8-Speaker System
- ♦ Blind Spot Warning
- ♦ Rear Cross Traffic Alert
- ♦ Rear AEB & Rear Parking Sensors
- ♦ Lane Change Assist
- ♦ Dual Zone A/C
- ♦ Full Interior & Exterior LED Lights
- ♦ Frameless auto dimming rearview mirror
- ♦ 10yr / 100,000 mile Powertrain Warranty



2025 Outlander: Standardizing More

24MY	
SAFEGUARD & REMOTE Package Trial Bundle 2-Year Trial	
SAFETY SERVICES <ul style="list-style-type: none"> Automatic Collision Notification SOS Emergency Assistance 	REMOTE SERVICES <ul style="list-style-type: none"> Remote Door Lock/Unlock Remote Horn Remote Lights Remote Climate Control Start Remote Climate Control Scheduler Remote Temperature Adjust Remote Engine On/Off Remote Vehicle Settings
SECURITY SERVICES <ul style="list-style-type: none"> Alarm Notification Roadside support Stolen Vehicle Assistance 	
DEALER SERVICES <ul style="list-style-type: none"> Dealer Service Scheduler 	
VEHICLE STATUS SERVICES <ul style="list-style-type: none"> Health Status Mileage Tracker 	LOCATION SERVICES <ul style="list-style-type: none"> Remote Vehicle Finder
	PARENTAL ALERT SERVICES <ul style="list-style-type: none"> Remote Speed Alert Remote Curfew Alert Remote Geofence Alert
.....	
PHEV SERVICES <ul style="list-style-type: none"> Electric Range Charge (SoC) EV Range Total Range Charger Plug Status Remote Charge Start 	<ul style="list-style-type: none"> Remote Charge Scheduler Charge Time Remaining Charge Status Notifications Plug-in Reminder



25MY	
SAFEGUARD Package Trial Bundle 5-Year Trial	& REMOTE Package Trial Bundle 1-Year Trial
SAFETY SERVICES <ul style="list-style-type: none"> Automatic Collision Notification SOS Emergency Assistance 	NAVIGATION SERVICES <ul style="list-style-type: none"> Send Destination to Vehicle Navigation to Final Destination Connected Search (in-IVI) Google Places API (in-IVI) Google Street View (in-IVI) Google Satellite View (in-IVI) Live Traffic (in-IVI)
SECURITY SERVICES <ul style="list-style-type: none"> Alarm Notification Roadside support Stolen Vehicle Assistance Tow Alert Notification 	
DEALER SERVICES <ul style="list-style-type: none"> Dealer Service Scheduler 	
VEHICLE STATUS SERVICES <ul style="list-style-type: none"> Health Status Mileage Tracker Door Lock/Unlock Status 	REMOTE SERVICES <ul style="list-style-type: none"> Remote Door Lock/Unlock Remote Horn Remote Lights Remote Climate Control Start Remote Climate Control Scheduler Remote Temperature Adjust Remote Engine On/Off Remote Vehicle Settings Remote Defroster (front/rear) Remote Seat Heater Remote Steering Wheel Heater Door Lock Reminder and Window Open Notification
	LOCATION SERVICES <ul style="list-style-type: none"> Remote Vehicle Finder Smart Route Planner
	PARENTAL ALERT SERVICES <ul style="list-style-type: none"> Remote Speed Alert Remote Curfew Alert Remote Geofence Alert
.....	
PHEV SERVICES <ul style="list-style-type: none"> Electric Range Charge (SoC) EV Range Total Range Charger Plug Status Remote Charge Start 	<ul style="list-style-type: none"> Remote Charge Scheduler Charge Time Remaining Charge Status Notifications Plug-in Reminder

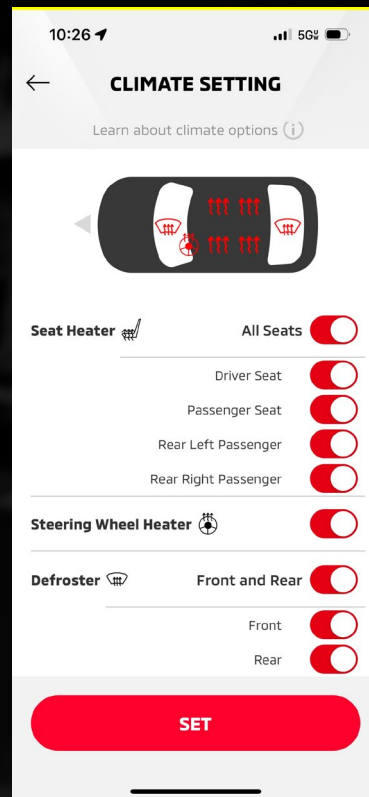
* New features for 25MY



2025 Outlander: Standardizing More

New My Mitsubishi Connect Features

- ◆ Standard My Mitsubishi Connect with new features
 - ◆ Remote seat heater
 - ◆ Remote steering wheel heater
 - ◆ Remote door lock reminder
 - ◆ Send destination to car
 - ◆ Last mile navigation to destination
 - ◆ Remote defroster
 - ◆ Remote temperature setting
 - ◆ Plus many more



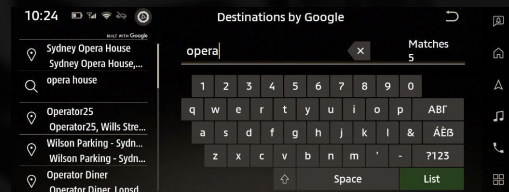
2025 Outlander: Standardizing More

Enhanced Navigation Features With Google

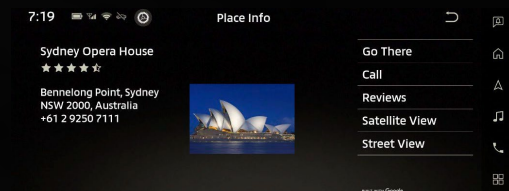
Improved Navigation Experience

By connecting to Google's server, the 12.3-inch Smartphone-link Display Audio supplies information around the destination in real time.

Places API



Places API



Street view



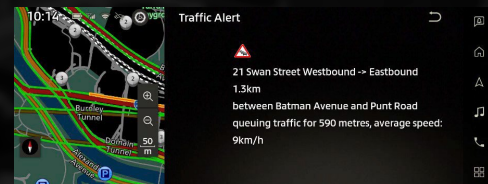
Satellite view



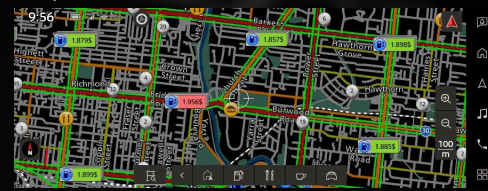
Driver Convenience

Navigation will also be enhanced with online content.

HD Traffic information



Fuel price information



*Blue mark shows fuel spots and prices in the area.



2025 Outlander: Offering More

Platinum Edition

- ♦ Yamaha Ultimate 12 speaker system
- ♦ Ventilated seats
- ♦ Digital rearview mirror with Homelink
- ♦ Full interior & exterior LED lights
- ♦ Exclusive Diamond Black body with Alloy Silver roof





2025 Outlander: Offering More

Trail Edition

- ♦ Black Parts Factory installed
 - ♦ Roof Rails, Dynamic Shield, Mirror Covers, Panorama Roof, etc.
- ♦ Exclusive New Designed 18" Black Alloy Wheel
- ♦ Accessorize with various exterior parts
- ♦ Genuine Thule Flat Base Rack Option for dealers
 - ♦ Enhance functionality with various attachments



2025 Outlander: Offering More

Trail Edition With Even More Features

- ♦ Wide range of activities with various attachments
- ♦ Many options available to customize Trail Edition





2025 Outlander: Trim Strategy

Starting MSRP: \$29,645

Outlander ES

- **NEW** 18-inch alloy wheels
- **Wireless** Apple CarPlay™ and Android Auto™
- Front **USB-C** ports (x2)
- **Center Console Box USB-C port (x1)**
- **NEW** 12.3" Smartphone-link Display Audio w/ Navigation - SiriusXM® 360L with 3-month All Access trial
- **NEW** YAMAHA Premium 8-speaker audio
- Mitsubishi Connect with Safeguard 5-year trial and Remote services 12-month trial
- **Heated Front Seats (S-AWC ONLY)**
- **LED Interior Lighting** (Map, Room, Tailgate, Vanity and Cargo)
- **Auto-dimming Rearview Mirror**
- Full LED Headlights **AND** Taillights
- Blind Spot Warning (BSW) with Lane Change Assist (LCA)
- Rear Cross Traffic Alert (RCTA)
- Rear Automatic Emergency Braking (Rear AEB)
- Rear parking sensor
- Push button start
- 7-passenger seating
- Bluetooth® wireless technology

\$29,645 /
\$31,445

\$35,595 / 37,395

Tech Package

- **NEW** YAMAHA ULTIMATE 12-speaker premium audio
- Power Panoramic Sunroof
- 12.3" Digital Driver Display

Outlander SE

- All ES features PLUS:
- **NEW** 20-inch two-tone alloy wheels
- **NEW** Available Light Gray Interior
- **HomeLink Garage Door Opener**
- Semi-Autonomous Driving
 - Adaptive Cruise Control (ACC) with Traffic Jam Assist
 - Lane Keep Assist (LKA)
 - Lane Departure Prevention (LDP)
 - Traffic Sign Recognition (TSR)
- Hands-free Power Liftgate
- Front Parking Sensors
- Synthetic Leather / Suede Seating
- LED front fog lights
- Front rain-sensing wipers
- Leather-wrapped steering wheel + shift knob
- **Updated** 15W Smartphone Wireless Charger
- Rear **USB-C** ports (x2)
- Auto Up/Down Windows - All
- Heated Front Seats
- Multi-View Camera System
- Heated Door Mirrors
- Electric Folding Mirrors

\$32,395 /
\$34,195

Premium Package

- **NEW** YAMAHA ULTIMATE 12-speaker premium audio
- Head-Up Display
- **NEW** Semi-Aniline Premium Leather (Brick Brown)
- **Digital Rearview Mirror w/ Rear Camera**
- Requires Two-Tone Roof

\$40,045 / 41,845

Trail Edition

- All SE features PLUS:
- **NEW** Unique Design Black 18" Alloy Wheels
- Power Panoramic Sunroof
- Black Dynamic Shield
- Black Roof Rails
- New Sporty Spoiler Design
- Black Door Mirror Covers
- Dark Chrome Window Trim
- Hood Decal
- Offroad Black Lower Door Accents
- Offroad Black Front and Rear Accents
- Offroad Black Front and Rear Bumper Accents
- "Outlander" Hood Accent
- Black Door Handle covers

\$44,045 / 45,845

Platinum Edition

- All SEL features PLUS:
- **NEW** YAMAHA ULTIMATE 12-speaker premium audio
- Head-Up Display
- **Digital Rearview Mirror w/ Rear Camera**
- Black Diamond body with Alloy Silver roof
- Light Grey leather interior
- Satin Hood Emblem
- PLATINUM EDITION badge
- Ground Illumination (Mitsubishi Motors logo)
- Scuff Plates

\$43,14

Outlander SEL

- All SE features PLUS:
- Leather Seating w/ **NEW Quilting Pattern**
- **Aluminum Pedals**
- **Heated Steering Wheel**
- **Ventilated Front Seats**
- **Power Panoramic Sunroof**
- **LED Foot Lamp**
- 12.3" Digital Driver Display
- Reverse Auto Tilt Mirrors
- Silver Roof Rails
- 3-zone Auto Climate Control
- Heated Rear Seats
- Rear Door Sunshades
- Key-Linked Driver Position Memory Seats and Mirrors

\$36,995 /
\$38,795



**MITSUBISHI
MOTORS**

Drive your Ambition