

# **2023 Mitsubishi Outlander PHEV**

# Mitsubishi's PHEV History

## Outlander PHEV is the original PHEV CUV

- Launched in 2013 model year in other markets before coming to the US in 2018
- World's best-selling PHEV



**2013**

Initial Launch

**2016**

Refresh

**2018**

US Market  
Launch

**2021**

PHEV System  
Upgrade

**2023**

Complete  
Redesign

# **2023 Outlander PHEV Summary**

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**The 2023 Outlander PHEV combines Mitsubishi's PHEV leadership with everything great about the award-winning 2022 Outlander**

- **Bold and rugged design carries over from Outlander**
  - **Why mess with success?**
- **Award-winning Outlander PHEV system receives significant upgrades**
  - **Class-leading 20kWH battery capacity**
  - **Increased motor output both front and rear, with emphasis on balance**
  - **The ultimate expression of our rally-inspired Super All-Wheel Control technology**
- **Emphasis on EV-ness**
  - **Unique in segment DC fast charging and Innovative Pedal**
  - **Largest battery capacity in the segment = more time in EV mode**
  - **Charge and Save modes allow more control over PHEV/EV driving experience**

# 2023 Outlander PHEV Launch

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- **Timing: At dealerships in November**
- **Pricing:**
  - **Starts at \$39,845**
  - **Fully loaded 40<sup>th</sup> Anniversary Edition is \$49,995**
- **Packaging is very similar to 2023 Outlander**
  - **ES, SE and SEL trims, all with the same range and efficiency ratings**
  - **PHEV has standard 12.3-inch digital cluster - optional on Outlander**
  - **PHEV adds available front seat massage and passenger seat memory**

# **2023 Mitsubishi Lineup Overview**

# **PRODUCT UPDATE: 2023 Outlander**

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**In its second year, the new Outlander receives many improvements to build on its huge success**

- **Black Roof available for popular two-tone appearance**
- **SE and SEL Black Editions**
  - **New SEL provides a way to get a higher level of equipment on popular Black Edition**
- **New, range-topping SEL Premium Package**
  - **Includes Black & Saddle Tan semi-aniline leather and black roof**
  - **Allows popular light grey or black leather on SEL Touring**
- **Mitsubishi Connect connected car services now standard on all trims**
- **Rear door sunshades move to SEL (previously in Touring Package)**
  - **Makes this popular family feature more accessible**
- **Starts at \$27,595 MSRP (ES 2WD)**

# PRODUCT UPDATE: 2023 Outlander



**Black roof is available on Black Editions and SEL w/Premium Package**





# PRODUCT UPDATE: 2023 Outlander 40<sup>th</sup> Anniversary



- Based on SEL Premium
- Unique exterior: Black Diamond with Bronze roof
- Unique badges color-keyed to exterior paint
  - Exterior (C-Pillars)
  - Center console





# **PRODUCT UPDATE: 2023 Eclipse Cross**

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## **Continued Improvement after major 2022 redesign**

- **Standard Super All-Wheel Control**
- **New 18-inch wheel design (LE and above)**
- **Body-color lower side trim standard on SEL – previously in Touring Package**
- **LED Headlamps standard on ES and LE – now standard across CUV lineup**
- **LED Fog Lamps standard on ES**





# PRODUCT UPDATE: 2023 Eclipse Cross





# PRODUCT UPDATE: 2023 Outlander Sport

**Simplify lineup and continue with recently-launched 2022 improvements**

- **Standard All-Wheel Control (AWC) for 2023**
  - **New S AWC trim wheels creates lower AWC entry price (\$22,995 vs. \$24,995 for ES)**
- **2022 model launched late in 2021 and added Leather seat trim to GT and Synthetic Leather to SE**



# PRODUCT UPDATE: 2023 Mirage and Mirage G4

## Continued Design Updates and Trim Strategy Simplification

- **2023 Black Edition adds new black roof**
- **CVT is now standard**



# RALLIART Update



**The legendary Ralliart brand returns later in 2023 Model Year with special editions across the lineup and more to come later**

- **2022:**

- **Ralliart organization reestablished within Mitsubishi HQ**
- **Team Mitsubishi Ralliart won the Asia Cross-Country Rally (AXCR)**
- **23MY Ralliart editions of Outlander, PHEV, Eclipse Cross, Outlander Sport, and Mirage**
  - Unique exterior and interior appearance items recalling the brand's heritage
  - Built in limited numbers and available in white (with black roof, where available)

- **Future:**

- **More to come both in motorsport and in showrooms**

**RALLIART**















