

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

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



- **Timing: At dealerships in November**
- **Pricing:**
 - **Starts at \$39,845**
 - **Fully loaded 40th 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

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 40th 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

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**

The Ralliart logo features the word "RALLI" in white, followed by a stylized Mitsubishi logo consisting of three vertical bars in red, yellow, and red, and the word "ART" in white.







