

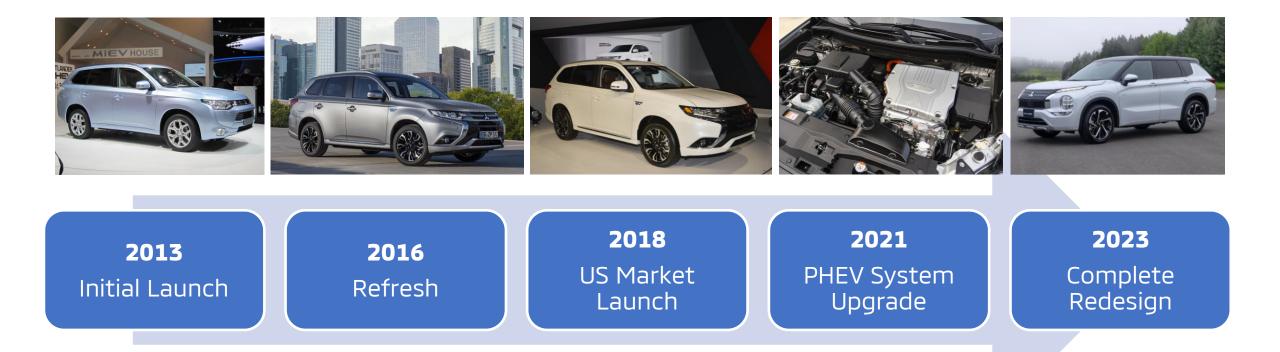
# 2023 Mitsubishi Outlander PHEV

## **Mitsubishi's PHEV History**

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## **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



## 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

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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**



# 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



**Titanium Gray with Black Roof** 



#### **Red Diamond with Black Roof**



White Diamond with Black Roof



#### **Sterling Silver with Black Roof**



## **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**

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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**

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## **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:

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More to come both in motorsport and in showrooms









