



Thursday, 23 April 2009

MITSUBISHI i and i MiEV

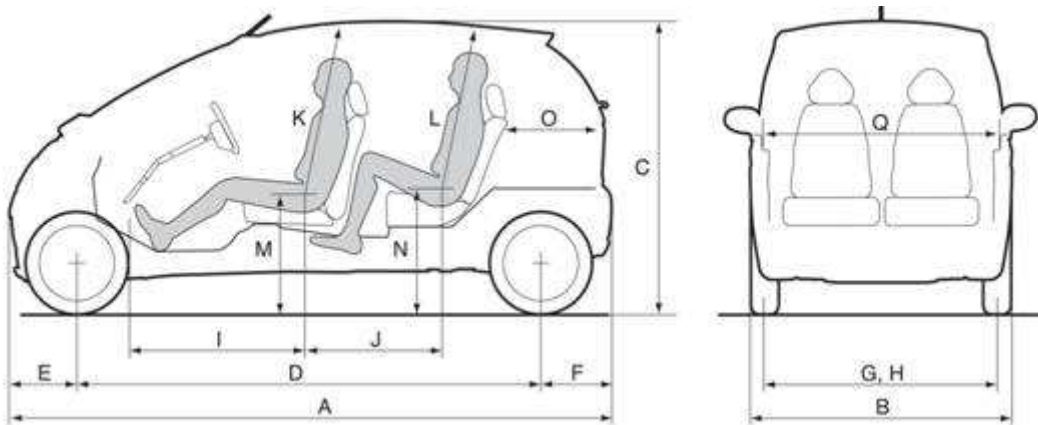
~ Information Pack ~

QUICK REFERENCE INFORMATION

- Multi-award winning Mitsubishi i on sale July 1st 2007, i MiEV in Q4 2009
- First contemporary Japanese Kei-car to come to Europe
- Innovative supermini mixes style with practicality
- Designed for city use i is 4-seat rival to the much smaller Smart ForTwo
- One highly-specified model priced at £9,149 (list price)
- 300 units went on sale initially in 2007, with more to follow according to demand
- All-new platform with aluminium structure and rear-mid-engined layout
- With CO2 emissions of 114 g/km (VED band B) i is one of the cleanest cars on the road
- Environmentally-friendly and cheap to run: 54.6mpg, £35 VED
- One-motion silhouette with ample space for four adults and their luggage
- Narrow width and tiny (9.0m) turning circle gives it a key advantage in the city
- Short (3395mm) footprint makes it easy to park
- All-new MMC designed 660cc, 3-cylinder, 12valve engine with turbocharger/intercooler and MIVEC variable valve timing.
- Develops 57bhp@6000 rpm and 85Nm (62lb ft)@3000rpm
- 4-speed automatic gearbox standard
- Standard equipment includes climate control, alloy wheels, remote central locking, all-round electric windows/mirrors, radio/CD
- Space-frame structure and rear-mid-engined configuration provides excellent crash protection
- ISOFIX child seat mounting points, twin airbags, ABS with EBD
- i launched in Japan in January 2006 has achieved cult status with 37,000 units sold
- The Mitsubishi innovative Electric Vehicle version of the i (i MiEV) is being used for joint research programmes with Japanese power companies
- i MiEV is powered by a compact, lightweight electric motor and high-energy density lithium-ion batteries
- Mitsubishi Service Plan available for £195 - saves £215 on normal servicing costs
- 3 year unlimited warranty, 12 year anti-perforation warranty, 3 year Pan European breakdown and recovery service

DIMENSIONS COMPARED TO CITY CARS/SUPERMINIS

	"i"	Colt 5-dr	Smart ForTwo	Toyota Aygo 5-dr	Peugeot 107 5-dr
Length	3,395	3,870	2,695	3,405	3,430
Width	1,475	1,695	1,559	1,615	1,630
Height	1,600	1,550	1,542	1,465	1,470
Wheelbase	2,550	2,500	1,867	2,340	2,340
Displacement	659	1,124	999	998	998
Power	57	74	71	67	68



Dimensions

Category		Dimension	Value
Overall length	(mm)	A	3,395
Overall width	(mm)	B	1,475
Overall height	(mm)	C	1,600
Wheelbase	(mm)	D	2,550
Front overhang	(mm)	E	420
Rear overhang	(mm)	F	425
Track	Front (mm)	G	1,310
	Rear (mm)	H	1,270
Min. turning radius	(m)		4.5
Tires		Fr: 145/65R15	
		Rr: 175/55R15	

Interior length	(mm)		1,775
Interior width	(mm)		1,270
Interior height	(mm)		1,250
Leg space	Front seat (mm)	I	870
	Rear seat (mm)	J	765
Headroom	Front seat (mm)	K	925
	Rear seat (mm)	L	870
Seat height	Front seat (mm)	M	630
	Rear seat (mm)	N	685
Luggage compartment length	(mm)	O	440
Interior + luggage compartment length	(mm)	I+J+O	2,075
Shoulder room	(mm)	Q	1,205



OVERVIEW

The multi-award winning Mitsubishi i went on sale in the UK on 1st July 2007 priced at a list price of £8,999. The rear-mid-engined, four-seater competes against the Smart ForTwo and appeals primarily, but not exclusively, to urban dwellers.

The i has already achieved cult status in Japan, where it has proved both a critical and commercial success. Over 37,000 units were sold in 2006 and a string of awards culminated in the i being named “RJC Car of the Year” by the Automotive Researchers & Journalists of Japan (RJC). Critics and customers alike have been seduced by the efficiency of the i’s 57bhp, 660cc, three cylinder turbo engine and the practical advantages of its rear-mid-engined configuration.

This innovative vehicle offers more passenger space than a conventional city car but achieves an average of 54.6mpg and emits just 114g/km of carbon dioxide. The i is one of the cleanest cars on the road – it is classified in Band B for VED.

The name i implies many things. It is a play on the Japanese word “ai” meaning love, which emphasises the car’s people- and eco-friendly properties. i also implies individuality, innovation, imagination and intelligence – qualities that are encapsulated in this diminutive Mitsubishi.

In Japan, the i is sold as a K-car. This unique category of car, which can trace its origins back to the end of the Second World War, has become a cultural phenomenon. In 2006, K-cars accounted for 2.02 million of the 3.7 million cars sold in Japan. Urban dwellers in the Far East have come to appreciate a fully functional, modern vehicle with a tiny footprint – K-cars have a maximum length of 3.4m, a width of 1.48m, an engine capacity of 660cc and a maximum power output of 64bhp (47 kW). The i is the first of the modern K-cars to be imported into Europe and Mitsubishi is confident that the qualities that have made it such a success in Japan will be equally relevant here.

The i is built around a bespoke aluminium space-frame chassis with the engine located in front of the rear axle. This unique rear-mid-engined configuration is reflected in the ‘one motion’ shape, which optimises the car’s interior volume while creating a look that is neat, contemporary and self-consciously Japanese. The i is narrower than other city cars, but its wheel-at-each-corner stance lends it an exceptionally long wheelbase.

The benefits of this long wheelbase are immediately apparent when you open one of the five doors. There is ample space inside for a quartet of adults and their luggage. The large windscreen and low-slung dashboard provide a light, airy ambience and contribute to the vehicle’s excellent visibility.

The fascia is constructed using high quality plastics and the soft, organic shapes conjure a sense of well-being. The i is the first Japanese car to use Oeko-Tex Standard 100 certified hypoallergenic seat fabric, which, in combination with a deodorant roof lining and a clean air filter for the standard automatic air



conditioning, purifies the cabin. For passengers susceptible to allergies, this represents a major breakthrough. The cabin is also packed with secure storage space for the odds and ends that are part of contemporary motoring life. And if more luggage space is required, the rear-seat back splits 50:50 and folds flat.

Powering the i is an all-new MMC designed, all-alloy petrol engine. This 660cc three-cylinder engine combines a turbocharger and intercooler with MIVEC variable valve timing on the intake valvetrain. Drive is to the rear wheels through the standard-fit 4-speed automatic transmission, which helps take the stress out of urban motoring. The engine delivers 57bhp at 6000rpm and 85Nm (62lb ft) of torque at 3000rpm, helping the i to a top speed of 84mph.

MacPherson struts at the front and a 3-link De Dion set-up at the rear make-up the suspension. The rear-mid-engined configuration has enabled the engineers to optimise the front-suspension set-up and combine a comfortable ride quality with responsive, nippy handling. The vehicle's exceptionally long wheelbase and wheel-at-each-corner stance promotes high-speed stability, while the tiny 9.0m turning circle adds to its appeal as an urban runabout.

The aluminium space-frame chassis and rear-mid-configuration also contribute to the safety credentials of the i. The nose of the car contains a large crumple zone and the aluminium frame has been designed to absorb energy in frontal and side impacts. In a rear impact, the platform and engine work in unison to dissipate the energy.

Twin front airbags are fitted as standard, while ISOFIX child seat mounting points and anti-trap electric windows help protect the next generation. Pedestrians are also well protected thanks to an innovative energy-absorbing wiper pivot under the front bonnet, while the standard ABS with EBD (Electronic Brakeforce Distribution) helps drivers avoid an accident in the first place.

Just one version of i will be offered in the UK priced at £9,149 list price and, in the best Japanese tradition, it will come packed with standard equipment. Automatic air conditioning (climate control), a four-speaker stereo with CD player, front and rear anti-trap electric windows, alloy wheels, remote central locking and electrically operated door mirrors all feature as standard.

As with all Mitsubishi passenger cars, the i comes with a 3 year unlimited warranty, 12 year anti-perforation warranty plus 3 year Pan European breakdown and recovery service. Also available for just £195 is the Mitsubishi Service Value Plan which covers costs of first three scheduled services representing a saving of around £215.

Jim Tyrrell, Mitsubishi Motors UK's Managing Director, says: "The i offers a genuine alternative in a congested market. Its diminutive dimensions make it an ideal choice for the forward-thinking city dweller, but it's also capable on the open road. In Japan, the i has already become a cult car and we're confident



that its space and sophistication, coupled with Mitsubishi's reputation for quality and reliability, will also make it a hit in the UK ."

PRICING, EQUIPMENT & WARRANTY

- Single model priced at £9,149 list price
- Comprehensive specification includes automatic air-conditioning (climate control), remote central locking, alloy wheels, front fog lights, four-speaker CD stereo, front and rear anti-trap electric windows, electrically operated door mirrors.
- Service intervals: 12months/6,000miles oil change, 2 years/12,000 miles full service
- Mitsubishi Service Plan available for £195 covering first three scheduled services
- 3-year Unlimited Mileage Warranty, 3-year Pan European Recovery Service and 12-year Anti-Corrosion Perforation Warranty

Mitsubishi Motors UK will import just one version of the i, which, in the best Japanese tradition, will come packed with the latest technology. Automatic air conditioning (climate control), a four-speaker stereo with a CD player, front and rear anti-trap electric windows, remote central locking and electrically operated door mirrors all feature as standard. Just 300 units were imported initially, with more available according to demand and production constraints.

- In-Dash CD Player with 4 speakers
- 15" Alloy Wheels
- Height Adjustable Drivers Seat
- Remote central locking
- Leather Steering Wheel
- Power steering
- Leather Wrapped Shift Knob
- Driver and Front Passenger SRS Front Airbags
- Electrically Operated & Folding Door Mirrors
- Front and Rear Anti-Trapping Power Windows
- ISO-Fix Child Seat Mountings
- ABS with EBD
- Air Conditioning with climate control
- Exterior - Cool Silver, Ash Grey, Light Blue, Red, Amethyst Black, Light Yellow
- Interior – Grey, red (only available with Amethyst Black)
- 660cc 2WD Auto

Mitsubishi also has a tradition of providing exceptional after-sales support, and the i is no exception. It is supplied with a 3-year Unlimited Mileage Warranty, a 3-year Pan European Recovery Service and a 6-year Anti-Corrosion Perforation warranty.



The Mitsubishi Service Plan (MSP) covers first three scheduled services and costs just £195.

DESIGN AND PACKAGING

- One motion silhouette capitalises on rear-mid-engined configuration
- Wheel-at-each corner stance benefits stability and interior space
- Designed in Mitsubishi's Tokyo studio to conform to Japanese K-car regulations
- Narrow stance is a boon in city traffic
- Shorter than its rivals for easy parking, but with a longer wheelbase for improved passenger space
- Ample space for four adults and their luggage
- Ergonomically designed fascia with generous storage space
- First Japanese car to use Oeko-Tex Standard 100 certified hypoallergenic seat fabric

WHAT IS A KEI (K) CAR?

Japan is a modern industrial nation with almost zero natural resources. So wisely in 1949, the Japanese government started giving tax breaks to cars of certain size and efficiency. These cars became known as Kei Jidosha (Kei-Car, K-car), which is Japanese for "light vehicle".

According to regulations, K-cars must be less than 3.4m long and 1.48m wide. This is shorter than a new Mini. Their engines are also regulated to be less than 660cc with no more than 64 horsepower. Although K-car regulations have changed over the years, Japanese manufacturers have had more than 50 years to learn how to get the most of every regulated square millimeter.

In recent times, the K-cars have transcended their humble, utilitarian origins to become a Japanese cultural phenomenon. The key to this popularity hasn't been just the tax breaks; it's the fuel economy coupled with the convenience of owning a technically advanced, fully functional car with diminutive proportions. In 2006, K-cars accounted for 2.02 million of the 3.7 million cars sold in Japan. Mitsubishi believes the qualities that have made the K-cars such a success in Japan are just as relevant to urban dwellers in the UK.

The i is the first of the contemporary Japanese K-cars to be sold in Europe.

THE EXTERIOR

The i's one-motion silhouette fully capitalises on its rear-mid-engined configuration. The elegant one-box shape optimises the car's interior volume while creating a look that is neat, contemporary and self-consciously Japanese. This is a shape that will appeal to a wide demographic and stand out from the crowd without looking contrived.

Styled at Mitsubishi's design studio in Tokyo, the i employs a wheel-at-each corner to optimise cabin space and improve high speed stability. There is some terrific detailing, such as the geometric head and



tail lamps, which contribute to the car's sense of fun. The i appears friendly and upbeat, without being effeminate or unnecessarily cutesy.

Its dimensions are ideally suited to the demands of modern, urban motoring. At 1475mm, it's significantly narrower than both traditional superminis such as the Mitsubishi Colt and city cars such as the Smart ForTwo. The i is 84mm narrower than the Smart, which affords it a key advantage in the cut and thrust of city traffic.

At 3,395mm long, the i is exceptionally easy to park. But its rear-mid-engined configuration has created a wheelbase that's even longer than full-size superminis such as the Colt. This has considerable benefits for both passenger accommodation and vehicle dynamics.

The i will be available in a choice of six different exterior colours: Cool Silver, Ash Grey, Light Blue, Red, Amethyst Black and Light Yellow.

THE INTERIOR

The benefits of a compact, rear-mid-engined configuration are self-evident the moment you step into the cabin. The cab-forward stance, ultra-long (2550mm) wheelbase and wheel-at-each corner proportions combine to provide generous passenger accommodation. In contrast to the two-seater Smart ForTwo, the i offers ample room for four adults and their luggage. Head room is particularly generous and this helps to give the cabin an airy, spacious feel. This feeling is perpetuated by the large windscreen and low-slung dashboard, which also contributes to excellent visibility.

The interior has been sculptured to give the occupants the impression that they're enveloped in a protective cocoon. Soft, organic curves generate a sense of well-being and the plastics are of a high standard. The vehicle's fascia is self-consciously Japanese in design – it's neat, modern and functional. All the controls have been ergonomically optimised for the driver and operate with a crisp, positive action.

The i is the first Japanese car to use Oeko-Tex Standard 100 certified hypoallergenic seat fabric. This, in combination with a clean air filter for the standard automatic air conditioning system and a deodorant roof lining, helps to reduce unwanted odours (including body odour!) and the level of volatile organic compounds (VOC). For passengers susceptible to allergies, this represents a major breakthrough.

Interior storage space is generous, befitting the i's urban aspirations. Careful attention has been paid to ensuring that precious items, such as telephones or MP3 players, can be stored out of the sight of prying eyes. There is also a novel tissue holder above the passenger glovebox – very Japanese. If larger objects need to be carried, the rear seatbacks split 50:50 and fold forwards to create a flat and roomy luggage compartment.

THE RUNNING GEAR



- All-new MMC designed 660cc 3-cylinder, 12valve engine with turbocharger/intercooler and MIVEC variable valve timing.
- Develops 57bhp@6000 rpm and 85Nm (63lb ft) @3000rpm
- Top speed 84mph
- Environmentally-friendly: 54.6mpg, CO2 114 g/km
- 4-speed automatic gearbox standard

THE ENGINE

The i is powered by an all-new, MMC designed petrol engine. This all-alloy, 660cc unit has been designed to be as light and compact as possible. A turbocharger and intercooler combine with MIVEC* variable valve timing on the intake valvetrain to deliver 57bhp at 6000rpm and 85Nm (63lb ft) of torque at 3000rpm. An electronic throttle optimises the engine's response to combine sprightly acceleration with lowly fuel consumption and exhaust emissions. Top speed is 84mph.

The i achieves a combined consumption of 54.6mpg and its carbon dioxide emissions are just 114g/km. The i is not only cheap to run, it's also an ideal choice for the environmentally-aware. The i is one of the cleanest cars on the road, which is reflected in its Band B VED classification. From 2008 i drivers could be exempt from the London Congestion Charge. Mayor Livingstone has expressed a desire to introduce a CO2-based congestion charge – with vehicles under 120g/km exempt – from Spring 2008 and consultants are currently investigating how such a system would work. The i's petrol engine also emits less local pollutants, such as nitrous oxides, than diesel-powered small cars.

The engine is located in front of the rear axle, in a rear-mid-engined configuration. In the event of an accident, it has been designed to deform in harmony with the body structure to protect the occupants.

* Mitsubishi Innovative Valve timing Electronic Control system

THE GEARBOX

4-speed automatic

Unusually in the supermini class, the i is fitted with an automatic gearbox as standard. The technologically advanced 4-speed automatic proves an ideal foil to the three cylinder engine. For urban dwellers in particular, where stop-start traffic is the norm, the benefits of a self-shifter cannot be overstated. The fully-automatic system is also smoother and more intuitive than the semi-automatic alternatives offered by some of Mitsubishi's rivals.

THE DYNAMICS

- All-new platform and aluminium space-frame structure combines low mass with a high level of torsional and bending rigidity for improved dynamic and crash performance

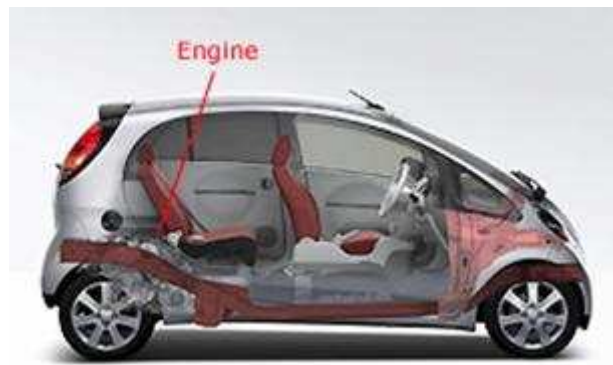


- McPherson strut front suspension with 3-link De Dion set-up at the rear
- Long wheelbase promotes high-speed stability
- Turning circle of just 9.0m enhances city car credentials
- ABS with EBD (Electronic Brakeforce Distribution) fitted as standard

THE PLATFORM

Mitsubishi's engineers were asked to develop a platform that combined a low mass with impressive structural rigidity and crash-protection. They responded by developing an all-new platform with an aluminium space-frame body structure, which employs a combination of die casting, extrusions and press formings. The side members, cross members, roof rails and bow use extrusions; the frame pillars use die castings, and the floor pan and roof panels use press formings. They are joined together using a combination of laser welding and self-piercing rivets.

The net result is a structure that weighs 35% less than a traditional steel monocoque while achieving similar levels of bending and torsional strength. This rigidity is of benefit to both vehicle dynamics and occupant protection.

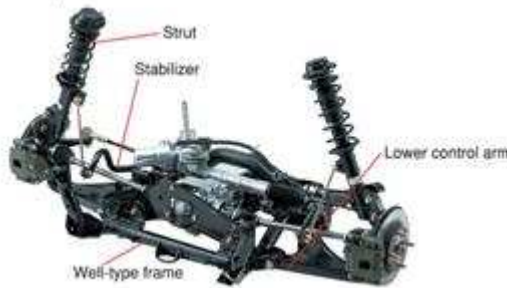


THE SUSPENSION

The Mitsubishi i's suspension consists of McPherson struts at the front and a 3-link De Dion set-up at the rear. The rear-mid-engined configuration has enabled the engineers to optimise the front suspension set-up and combine a comfortable ride quality with responsive, nippy handling. The vehicle's exceptionally long wheelbase and wheel-at-each corner stance also promotes high-speed stability.

The car's rear-wheel drive set-up is reflected in the tyre choice – 145/65R15 tyres at the front and 175/55R15 tyres at the rear. Grip levels are high and the Mitsubishi's traction is further enhanced by a 45:55 front/rear weight distribution, which also helps reduce front-end 'dive' under braking. The i might call the city home, but it's also competent on the open road.

● Front suspension



● Rear suspension



THE STEERING

The i features electrically-assisted power steering. This benefits fuel consumption – there is none of the power-loss associated with traditional hydraulic assistance – and helps reduce the car’s complexity and overall mass.

The front-wheels can offer a wide-angle of movement, reducing the car’s turning circle to just 9.0m. The benefits of this for urban driving are self-evident.

SAFETY

- High level of active and passive safety
- Aluminium space-frame construction provides multidirectional impact safety
- Twin front airbags
- ISOFIX child seat mounting points and anti-trap electric windows help protect the next generation
- Halogen headlamps improve night-time visibility
- ABS with EBD fitted as standard
- In-house testing suggests i will receive a JNCAP 5-star safety rating

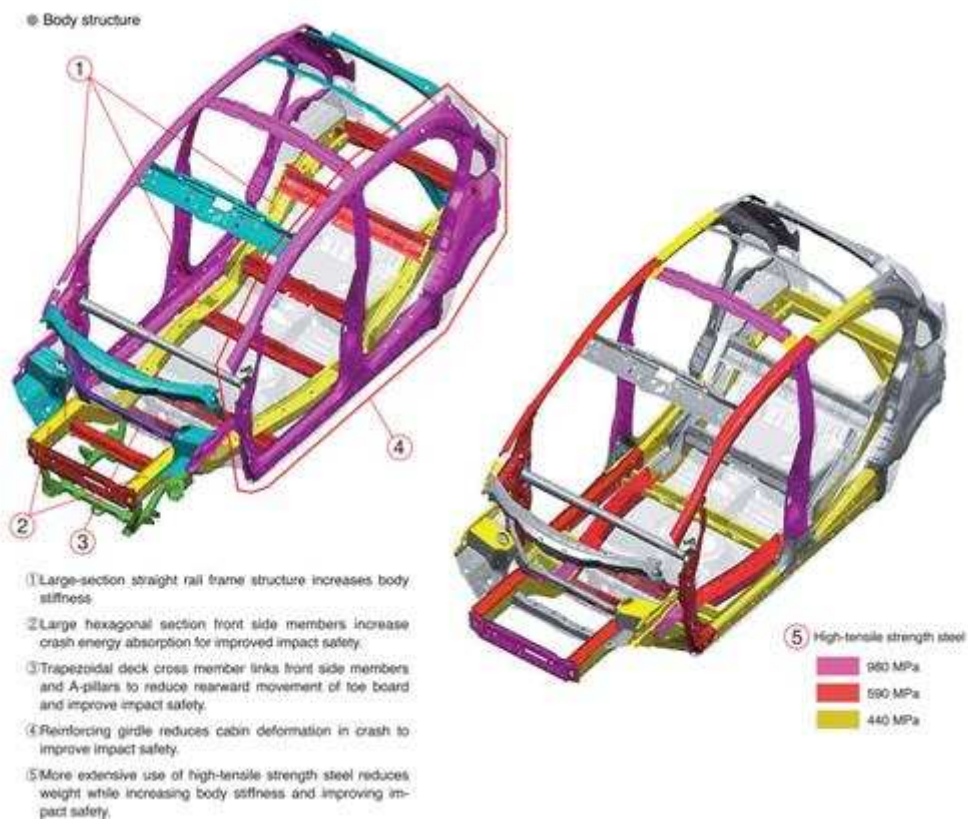
Few subjects have dominated the motoring agenda in recent years more than safety. Today’s cars are safer than ever before and the i has been designed to optimise both occupant and pedestrian safety.

The rear-mid-engined configuration allowed the engineers to develop a large crumple zone in the nose of the car, offering excellent occupant protection in a frontal impact (*see image on following page*). The aluminium space-frame structure (*see image on following page*) also has an important role to play in absorbing the impact energy. Large-section straight side rails extend along the length of the body and absorb and diffuse impact energy in a frontal collision. Strong cross members link these side rails and absorb side impact energy, while the floor and engine act in unison to alleviate the risk of injury in a rear impact.

Twin front airbags are fitted as standard to the i, while ISOFIX child seat mounting mounting points and anti-trap electric windows help protect the next generation.

Pedestrians are also well catered for. The absence of an engine in the front reduces the risk of a pedestrian hitting a hard point under the bonnet and the i features an innovative energy-absorbing wiper pivot to reduce the transmission of impact energy in the event of a pedestrian striking a car.

The standard fit ABS with EBD, coupled with secure handling, will help a driver avoid an accident in the first place. EBD (Electronic Brakeforce Distribution) automatically modulates the braking performance between the front and rear wheels to ensure the car stops as quickly and safely as possible. Halogen headlights are also fitted as standard and dramatically improve the driver's night time visibility, making an important contribution to active safety.

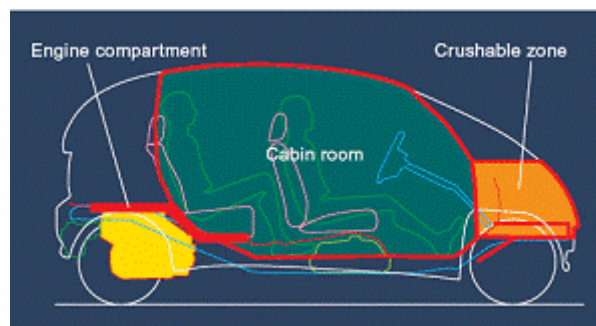
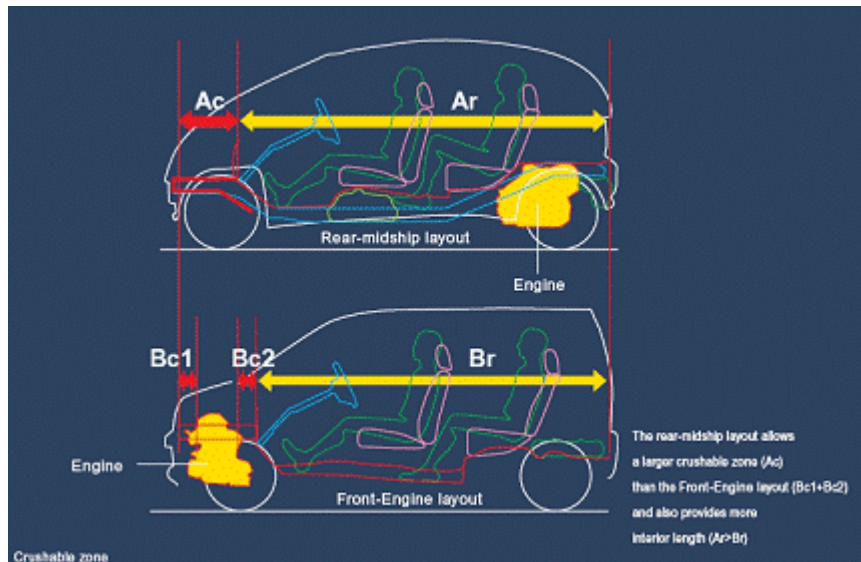


MULTI-DIRECTIONAL CRASHWORTHINESS



Maximum occupant safety in the event of a frontal crash requires the provision of a crushable zone to absorb the impact energy. In front engine cars, providing an adequate crushable zone requires that the nose be lengthened and in the minicar with its limited overall dimensions this seriously impacts interior length. The rear-midship layout locates the engine towards the rear of the body. Although the one-

motion form makes the nose appear somewhat stubby, the layout provides a sizeable front crushable zone and reconciles the conflicting requirements of good crashworthiness and a comfortable interior length. The development team has also utilised the added freedom in designing the layout that stems from the absence of a front engine to create a body structure that disperses impact energy more efficiently.



i also provides much improved rear impact safety. On impact, both body and engine work in concert to provide an occupant survival space. Lateral impact safety is also significantly improved by cross members positioned at suitable points along the frame. By absorbing input in a side crash they reduce the impact energy transmitted to occupants.

In-house testing in Japan suggests i will receive a class-leading JNCAP 5-star safety rating.

IN THEIR OWN WORDS – THE i DESIGN TEAM



Hideyuki Shiobara
Manager, Product
Management Dept.
Product Development &
Environment
Affairs Group Headquarters

Developed to a “New Value” theme, it represents a totally new approach to the minicar. Experience it!

The minicar has today become an indispensable part of our lives; a category with a broad-based ownership that is fondly regarded for the convenience and cost-effectiveness it delivers. Each year an increasing number of people look for new value in this category: those who for their next car would like to buy a minicar but cannot find one that meets their requirements; or, current minicar owners who want to move up within the category to something classier. We decided to develop a new minicar that met the needs and preferences of this class of purchasers. “New Value” was the key theme that drove our development of a new car embodying features that would move and satisfy the hearts and minds of consumers. Using a brand new platform and engine, we have succeeded in creating a car distinguished by an appealing road presence and that shrugs off traditional minicar constraints. This is a small car to be admired, caressed and experienced.



Masamichi Takeya
Chief Designer
Design Dept.
Design Office

Rich message given simple expression in fresh, sleek form

The key idea launching the development of the design was: “Let’s create new value within the dimensional constraints of the minicar category.” Benefiting from the new rear-midship platform, we have created a fresh and sleek form that disguises the dimensional limits of the category. The originality of this design is more than skin deep. It is a design that articulates the car’s exceptional values, including its fun to drive qualities and the cosy comfort afforded by its interior space; a design that is emotionally enriching; a design that in its interior and exterior trim and colouring projects a message simple in expression but rich in content. This little car embodies new values that are there to be discovered and



Yasumitsu Tsuruta
Interior Designer
Design Promotion Dept.
Design Office

Cocooned in feel-good comfort no matter how long the trip

We created the interior to engender a feeling of being protectively swathed within a cocoon. Enwrapped gently by the soft-shape dashboard and trim, the soft form seats appear to “float” and even to expand the space they occupy. The centre panel and instrument cluster radiate a warmth in a hand-built look that shies away from being over-mechanical. With its oval design, the front passenger tray melds into the gentle curves of the dashboard and with the unique instrument bezels adds a grown-up sense of humour to the cockpit.



Shinsuke Kawamura
Manager, Mini Car Product
Development Project
Product Development &
Environmental Affairs
Group HQ

Rear-midship layout presents ideal solution for length – challenged minicars

To extract the full benefits of the rear-midship layout which frees the front of the engine, we stretched the wheelbase to the limit. Substantially longer than the minicar norm, the 2550 mm wheel-base not only enabled the flowing body lines and road-hugging stance that distinguish it, it also created additional interior space both front and rear along with extra luggage space. The extended wheelbase also makes a major contribution to the smooth ride and superior comfort and to the straight line stability that puts it in a class of its own. Its short-nose appearance belies the size of the front crumple zone that realizes superior front impact safety. Within the category’s length constraints, the new platform comes into its own by allowing styling, interior, driving quality and safety requirements to be fully satisfied in a well-balanced manner.



Toshihiko Kawai
Expert, Mini Car Body
Designing Section
Office of Development &
Engineering
Mitsubishi Automotive
Engineering Co.

Multidirectional impact safety with strong, stiff body. CAE analysis also brings weight savings.

The body structure must offer high levels of strength, stiffness and impact energy absorbing performance while also being as light as possible. i uses a body that is very strong and stiff and that provides multidirectional impact safety. The body is built on a frame that uses large-section straight rails running the full length that are linked by optimally positioned cross members, has stronger joints and makes more extensive use of high-tensile strength steel members. In realising this level of body performance, our team of engineers made extensive use of CAE analysis techniques to optimise structures, sections and sheet gauge while keeping weight to a minimum, thus overcoming the strength/weight trade-off. The stiffness of the structure realises superior handling and directional stability, a comfortable ride, and noise insulation. This is truly a body to be experienced and enjoyed!



Katsumi Matsushita
Expert, Collision Safety
Testing Section
Vehicle Testing Dept.
Office of Development &
Engineering
Mitsubishi Automotive
Engineering Co

Meeting safety standards with ease. Excellent multidirectional impact safety with added safety for rear occupants in rear end collision.

Awareness about crashworthiness is growing among car purchasers not only in North America, Europe, Japan and other markets with advanced levels of vehicle safety but also in countries in Asia and The Gulf States. The authorities in these countries continue to introduce more stringent safety standards and are actively promoting the publication of information on New Car Assessment Programmes (NCAP). i meets Japan's vehicle safety standards with ease and in-house testing suggests that it will achieve the best-in-class JNCAP impact safety rating for the minicar category. Measured against Mitsubishi Motors' own in-house standards, which exceed national safety standard and information disclosure requirements, i also delivers excellent multidirectional impact safety performance. In addition, head protecting trim and seats that alleviate neck injury are just two examples of the attention our engineers have given the interior specification to realise well-balanced occupant protection and safety.



Hiroaki Miwa
Engine Designing Dept.
Development Engineering
Office

3B20 engine delivers quiet, strong low-end torque, and natural response to realise classy category-eclipsing driving qualities.

The brand new 3B20-type engine is destined to become the core power unit for Mitsubishi brand minicars and so we started development from scratch in terms of basic specification and structure to give it best-in-class performance in all areas. To realise classy, smooth driving qualities normally found in a larger size category and matching i's character, we employed a number of new technologies for a Mitsubishi minicar as we focused our efforts primarily on creating an engine with quiet noise levels, strong low-end torque and smooth natural response. Returning excellent fuel economy and clean emissions the 3B20-type engine realises best-in-class environmental performance while its generous power output makes for stress-free driving. Tuned for optimum drivability especially for around town, drivers are sure to appreciate how much smoother and more responsive the new engine makes i compared with current turbocharged minicars. We hope you will get behind the wheel and experience and enjoy all its superior driving qualities.



Shinichi Ito
Chief Manager, Minicar
Performance
Testing Section, Minicar

Linear acceleration characteristics complement one-motion shape.

Our focus was on giving i a premium feel. To achieve this we gave the car smooth, linear acceleration normally associated with a much larger size category. Incorporating MIVEC variable valve timing and electronic throttle technology, the new high-precision engine management system has enabled us to achieve our goals. This precision management system also realises clean emission and low fuel consumption performance. Because i uses a new rear-midship layout to assure maximum customer satisfaction we put it through testing and proving programmes that covered more distance, higher altitude, and greater extremes of temperature than normal. i will transport you in comfort and safety whether in town or on the highway.



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Rear-midship layout agility with instant front nose response and stability through corners

The use of different treadwidth and profile tyres and setting the suspension to match the front/rear weight ratio realises rapid front nose response to steering inputs and confidence inspiring rear end stability through corners. The rear-midship layout is distinguished by the natural feel and superior response of its steering. Providing maximum assist for low speed manoeuvring round town and maximum feedback for steering accuracy at high speeds, the electric power steering system is designed to give the driver a reassuring sense of stability at all times. Allowing him to manoeuvre his vehicle accurately in narrow streets without strain while giving confidence-inspiring directional control on fast winding roads, the electric power steering maximises the agility and stability inherent to the rear-midship layout. And with its long, compact car size wheelbase, stiff body and optimal suspension stiffness, it also delivers a superior ride.

THE FUTURE OF i

i MiEV – MITSUBISHI INNOVATIVE ELECTRIC VEHICLE (MiEV)

Mitsubishi Motors Corporation (MMC) has built a new research vehicle, the Mitsubishi innovative Electric Vehicle (i MiEV), based on the i. The i MiEV will be used for joint research programmes with a number of Japanese power companies who will conduct field tests, collate data and assess the commercial viability of an EV (electric vehicle). MMC is planning to introduce the i MiEV to the market in 2010.

To create the i MiEV, the i's internal combustion engine is removed and replaced by the combination of a compact, lightweight electric motor and high-energy density lithium-ion batteries. The electric motor is coupled to a reduction gear and a differential to drive both rear wheels. Only minor modifications to the i's rear-mid-engined platform are required.

The electric motor develops 47kW and 180Nm (133lb ft) of torque, delivering instantaneous response and ample performance in the cut and thrust of city driving. Quieter and torquier than the conventional i, it also qualifies as a zero emissions vehicle. The i MiEV has a maximum speed of 130km/h (81mph) and has a range of up to 160km. Using quick charger technology, it can achieve 80% of its charging capacity in just 25 minutes. An onboard charger also allows the vehicle to be charged using ordinary electric outlets (see *spec table overleaf*).

In August 2007, MMC will begin fleet testing the vehicle in conjunction with the power companies. The data collected from these daily use tests will be used to assess the viability of EV technology in the market place.



Note:

The new i MiEV is a development of MMC's former concept, the "Mitsubishi in-wheel motor Electric Vehicle" (MIEV) [sic], which was a lithium-ion battery/in-wheel motor-driven vehicle. MMC continues to develop in-wheel motor technology.

**i MiEV SPECIFICATION**

Base vehicle		<i>i</i> mini
Dimensions (L x W x H)		3395 x 1475 x 1600 mm
Vehicle weight		1080 kg
Seating capacity		4
Maximum speed		130 km/h
Cruising distance with a single charge (Driving pattern : 10-15 mode)		130 km / 160 km*
Charging time (80% capacity)	15 Amp/200 V (on-board charger)	5 hrs / 7 hrs*
	15 Amp/100 V (on-board charger)	11 hrs / 13 hrs*
	3-phase 50 kW/200 V (Quick charger)	20 min / 25 min*
Motor	Type	Permanent magnet synchronous motor
	Max. output	47 kW
	Max. torque	180 N-m
	Max. speed	8500 rpm
Battery	Type	Lithium-ion
	Total voltage	330 V
	Total energy	16 kWh / 20 kWh*
Controller		Inverter
Drive		Rear wheel drive

* 2006FY joint-development and 2007FY fleet monitor model

**i (660cc petrol) SPECIFICATION**

i-CAR 07MY Specification		Mitsubishi i 660cc Turbo 5dr Automatic	
TECHNICAL FEATURES			
ENGINE/ELECTRICS	Engine type	0.66-liter 12-valve MIVEC DOHC intercooler T/C (3B20)	
	Fuel system	ECI-MULTI	
	Displacement	cc	659
	Bore/stroke	mm	65.4/65.4
	Compression ratio	8.8	
	Max. output	kw (bhp) at rpm	42 (57)/6000
	Max. torque	Nm (lb.ft) at rpm	85 (62)/3000
	Alternator	V/A	12-70
	Battery	V/Ah	12-0.9
PERFORMANCE DATA	Maximum speed	mph (kph)	84 (135)
FUEL/CONSUMPTION/EMISSIONS	Fuel type	-	
	Urban mode	lts/100km (mpg)	-
	Extra urban mode	lts/100km (mpg)	-
	Combined mode	lts/100km (mpg)	-
	Fuel type	-	
	CO2 emissions	g/km	-
SUSPENSION AND STEERING	Front axle	McPherson strut, coil springs with stabilizer bar, pillow ball	
	Rear axle	3-link de dion	
		Front	13" ventilated-disc brakes
		Rear	8" drum brakes



	Steering		Rack-and-pinion type steering gear, electric power-assisted
	Min. turning circle	m (ft)	9.0 (29.5)
	Tyres		145/65R15 72S (front), 175/55R15 77V (rear)
	Wheels		15"x 4.0J Alloy (front), 15"x 5.0J alloy wheels
DRIVELINE	Clutch		Torque converter
TRANSMISSION	Transmission		Automatic
	Automatic		4-speed
	Gear ratios	1st	2.846
		2nd	1.581
		3rd	1.000
		4th	0.685
		Reverse	2.176
	Final gear ratio		5.841
DIMENSIONS	Exterior	length x width x height mm	3395 x 1475 x 1600
	Wheelbase	mm	2550
WEIGHTS/VOLUMES	Seating capacity		4
	Cargo capacity		246
	Fuel tank capacity	lts (imp.galls)	35
	Gross vehicle weight	kg (lbs)	1300
	Kerb weight	kg (lbs)	900
SERVICING/INSURANCE/	Service intervals		Every 6,000miles or 12 months,



		whichever occurs first
WARRANTY	Vehicle Excise Duty (VED) band	B
	Warranty	3 year unlimited mileage warranty
		12 year anti-perforation warranty
		3 year Pan European breakdown and recovery service
MITSUBISHI SERVICE PLAN (MSP)	Covers first three scheduled services and costs just £195.	
SAFETY	ABS with EBD	L
	Airbag SRS, driver's	L
	Airbag SRS, passenger's	L
	Fog lamp, rear	L
	ISO-Fix child seat mountings, 2nd row	L
	Seatbelts 3-point ELR x2, front	L
	Tyre inflation kit	L
EXTERIOR FEATURES		
STYLING	Alloy wheels	L
	Bumpers, colour keyed, front and rear	L
	Door handles, colour keyed	L
	Door mirrors, black	L
	High mount stop lamp	L
	Privacy glass - rear side and rear windows	L
FUNCTIONAL	Central door locking	L
	Door mirrors, electrically foldable	L
	Door mirrors, electrically adjustable	L
	Headlamps, halogen	L



	Wipers, variable intermittent with washer, front	L
	Wiper, intermittent with washer, rear	L
INTERIOR FEATURES		
AUDIO	Aerial, roof mounted	L
	Stereo radio/CD with 4 speakers	L
STYLING	Door handles, inner, silver	L
	Leather wrapped gearshift knob	L
	Seat trim, fabric	L
	Steering wheel, leather	L
CONVENIENCE	Access support grip, front	L
	Accessory socket, centre console	L
	Air conditioning, climate control	L
	Cabin air filter, anti-odour	I
	Console box, floor	I
	Coat hanger	I
	Cup holders, front	I
	Coin box with lid	I
	Credit card slot	I
	Glove box	I
	Interior lamp with map-reading lamps	I
	Key-in-ignition reminder	I
	Power steering	I
	Sunvisors x 2	I
FUNCTIONAL	Accessory socket, front	I
	Central locking switch	I
	Door mirrors, electrically adjustable	I
	Door mirrors, black	I
	Electric anti-trapping windows, front and rear	I
	Electric windows, anti-trapping, driver's one touch operation	I
	Fuel lid opener, remote	I
	Fuel range indicator	I



	Headlamp levelling device	I
	O dometer/trip meter with digital display	I
	Power steering	I
	Tachometer	I
LIGHTING	Interior light with time delay function	I
	Map reading lamps, front	I
SEATS	Second row seat, split back	I
	Driver's seat height adjustment	I
	Head restraints, height adjustable, front	I
	Head restraints, height adjustable, rear	I
ACCESSORIES AND OPTIONS		
	Leather seat trim, black	OPT
	Bluetooth hands-free telephone kit	OPT
	Satellite navigation	OPT
	Floor mats, fabric	OPT
	Alarm	OPT
	iPod connector	OPT
OPT : Option available at additional cost		