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# **THE ALL-NEW MITSUBISHI LANCER**

**~ Information Pack ~**



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## **The All-New Lancer**

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## INTRODUCTION

**Managing Director of Mitsubishi Motors in the UK, Jim Tyrrell, has hailed the New Lancer range as a 'revolution' for the marque, with its sporty styling, keen pricing and motor sports 'halo' provided by the eagerly awaited Lancer Evolution X.**

Even though the new Lancer retains the same name as the previous model, this is where the similarities end. The vehicle is based on Mitsubishi's 'Project Global' platform, as is the new Lancer Evolution X and the New Outlander (launched in 2007). This tenth generation of Lancer has been priced in the heartland of the C segment, even though it is bigger and better equipped than its mainstream competitors. Sharper handling, better safety features, crisp styling and cutting edge technology all underline the car's sporting credentials.

Mitsubishi Motors Corporation (MMC) is looking forward to an ambitious future, reflecting on its heritage and traditions of 90 years of engineering expertise, 50 years of racing at the highest level and the strong bond that unites all the Mitsubishi group of companies.

This makes the very sharp all-new Lancer family probably the most powerful signal of this renaissance, bringing together the best of Mitsubishi Motors, including:

- thorough Project Global engineering
- peerless Japanese reliability
- excellent driving dynamics
- striking Japanese modern design
- impeccable racing credentials

Added to this, the new Lancer family can also count on a sound sales and marketing approach in the stepped-up family of stylish Japanese sports saloons: the Lancer, Lancer Sportback, Lancer Sportback Ralliart and Lancer Evolution X.

Built in the Mizushima plant in Japan, the all-new Lancer is a refreshing alternative for European customers looking for timeless elegance and presence, sharp dynamics, reliability and value-for-money, all delivered by the quality brand that is Mitsubishi Motors.



## BACKGROUND, HISTORY & STRATEGY

Over the last 30 years, Lancer has marked out some of the most impressive milestones for Mitsubishi Motors in Europe such as:

- first car introduced to Europe (1974 London Motor Show)
- first rally victory in Europe (Class win at 1977 1000 Lakes Rally)
- first defining sports saloon (EX 2000 Turbo), paving the way for the Lancer Evolution
- phenomenal growth in Russia and the Ukraine with the best selling built-up import to Russia in 2005 and 2006

Today, the mission assigned to the all-new Project Global Lancer family is no less important:

- support a healthy re-balancing of Mitsubishi sales between passenger cars and SUVs and between Northern/Central Europe and Southern Europe / UK
- return Mitsubishi Motors to the European C-segment (the largest), edging towards D
- revive the brand's niche fundamentals in the passenger car market
- contribute significantly to MME's 'natural weight' of  $\pm 200,000$  sales per year with profit to match

### (RE)-BALANCING ACT

Even though Mitsubishi Motors has been present in Europe for over 30 years, offering a vast range of cars in an increasing number of markets (35 today), it has also built a singular brand identity, so that the name Mitsubishi can have a completely different meaning depending on the location.

- Northern and Central Europe: Mitsubishi Motors is essentially a conservative passenger car brand with low to middle income customers focused predominantly on the quality and reliability assets of the brand.
- Southern Europe and the UK: Mitsubishi Motors is almost exclusively perceived as a progressive SUV and sports car brand with middle to high income customers seduced by the dynamism of the brand (the Shogun and Lancer Evolution).

Two or three decades ago, the then Mitsubishi Distributors had no choice but to deal with the political and economical circumstances of the time when the quota-controlled markets of Southern Europe focused on SUVs, and until recently this paradox has continued to define Mitsubishi's presence in Europe. For instance, in 2000:

Northern Europe: 28% SUVs – 72% passenger cars

Southern Europe: 72% SUVs – 28% passenger cars

However, since the introduction of the new generation of Mitsubishi cars in 2004 (Colt, Grandis and New Outlander) that the situation has changed, proved by the 2007 forecast:

Northern Europe: 41% SUVs – 59% passenger cars

Southern Europe: 53% SUVs – 47% passenger cars

It was the role played by the New Outlander that made the difference. Achieving a remarkable 80% conquest rate against an original target of 70%, it has opened up Northern Europe to Mitsubishi's SUVs whilst consolidating its presence in Southern Europe.



In the same way, the Colt marked Mitsubishi's entry in the B-segment back in 2004, virtually starting from scratch. Since then, with 205,561 cars (3-door, 5-door and coupé-cabriolet included) sold between the initial launch of spring 2004 and May 2007 - covering three successive fiscal years – the New Colt has brought nearly 70% of new customers to the brand with some marked success in key markets like Italy (9,122 units for CY2006 / +8% in Europe's largest B-segment market) or Germany (20,129 sales for CY2006 where it has 3.5% in the B-segment).

Now, the new Lancer family should contribute even further by attacking the heart of the European market - the C-segment - with a targeted conquest rate of 50%, where the brand has had a very patchy and sometimes near invisible presence in the market.

## BEYOND C

The European C-segment is not unknown to Mitsubishi. After all, there has been 30+ years of Lancer presence along with 390,000 Carismas sold since its launch in 1995 until the end of its commercial life in 2003.

However, this effort has not been consistent or attractive enough in the eyes of potential customers. So much so that over time Mitsubishi's presence in the segment has become a far cry from the good looking, sporty ethos of the first generation Lancers. In this respect, the ever widening divide between the Lancer and Lancer Evolution, generation after generation, was very telling.

Today, Mitsubishi Motors is tackling the European C-segment again so as to better spread the risks across the segments and to bring a balance between the New Colt and the Grandis.

Bigger and more ambitious than its predecessors, the Lancer edges toward the D-segment, just as Mitsubishi Motors has re-established itself in Europe for its passenger cars.

Furthermore, Mitsubishi now offers a full family of Lancers, featuring all the regional 'must-haves' (diesel, hatchback body-style), its clever, up-to-the minute Project Global engineering and the logical trim and engine step-ups.

Beyond the fundamental change of strategy, Mitsubishi Motors has got its act together and by shedding the purely rational arguments of recent years it has returned to where it really belongs - the sporty territory of the Mark I and Mark II generations.

Now Lancer makes full use of its sporting heritage, whether that is through the overall design theme, the inclusion of the Evolution in the family or making the top range models closer to the lesser ones.

## NICHE

Along those lines, Mitsubishi decided back in 2003, at the very start of the New Lancer project, to pursue two parallel routes in order to satisfy a wide range of customers.

### ***Lancer Sports Saloon (16% of total Lancer) & Lancer Evolution X (20% of total)<sup>1</sup>***

Whilst its main markets are North America, Russia and Japan, it is now specifically designed to attract European customers wanting a niche brand.

Alongside the compact Volvos, Subarus, Alfa Romeos or Saabs, the Lancer shares the same assets of sporting heritage, sharp styling, inspiring dynamics and difference, plus value-for-money (a pricing benchmark would be the Mazda 3), and acknowledged Japanese reliability with the Evolution connection thrown into the equation.

This makes the Lancer an essential vehicle for Mitsubishi as it re-connects the name 'Lancer' (and indeed the whole Mitsubishi brand) to its true identity.

Increasingly blurred by the competent but purely 'rational' products of the last 20 years, Mitsubishi has re-discovered its identity with this appealing niche brand and its quality assets to match. It is certainly very different from the highly reputable mainstream names fighting in the European marketplace.



### **Lancer 5-door Sportback (estimated to be 64% of total Lancer volume)<sup>2</sup>**

Modelled on the well-received 2005 Concept-Sportback show car, the Lancer Sportback is the 'European' of the family, adding flexibility and a much racier profile to the brief.

This 5-door Sportback configuration is very popular in Europe and its sales represent 75% of the C-segment (EU-Top 5), so this choice was almost a given, to the detriment of the estate option.

Lancer Sportback will be launched in Europe from the summer of 2008.

## **CONQUEST AND RETENTION**

Because it is different enough to attract discerning new customers (50% conquest) but also able to retain existing Mitsubishi drivers (there are still  $\pm$  400,000 Lancers, Carismas and Galants on the road in Europe), the more comprehensive, bigger, capable and sophisticated new Lancer family should bring in an average of  $\pm$  45,000 additional sales to the brand every year.

As a result, it should over time significantly contribute to MME's 'natural weight' of  $\pm$  200,000 sales in the region – a near 50:50 split between passenger cars and SUVs in both Northern and Southern Europe.

1. Full year UK sales forecast for CY2009    2. Full year UK sales forecast for CY2009

## **MOTOR SPORTS HERITAGE**

**Together with the Colt, Galant and Shogun, the Lancer is one of the strongest nameplates of MMC.**

Launched in 1973, Lancer has since delivered eight generations, sometimes overlapping, but all displaying the same spirit of thorough engineering, reliability, clean styling and proven racing performance, whether that is rear wheel drive (1973-1987) or front wheel drive (1982-today).

## **RACING FACTOR**

As early as its launch year, Lancer became a true racer, winning some of the most famous and difficult African and Australian rallies.

At showroom level, the very hot 1980 Lancer EX 2000 Turbo also sent some clear signals to all enthusiasts and competitors, both in Japan and Europe, with its 2.0 litre turbo engine developing 170 hp (125 kW) @ 5,500 rpm, all for only 980kg with a top speed of 150 mph. This was a forerunner of the 90s Lancer Evolution and their successful WRC equivalents.

Through all its nine generations, Lancer has shown style and presence, always with those same clean lines and good proportions. Here, the sharply styled 1978 Lancer EX deserves a special mention.

## **RUSSIAN BEST SELLER**

Lancer is an important nameplate for the brand, and back in 1974 was one of the first ever Mitsubishis (along with the Galant) to be officially sold in Europe.

In 2007, Lancer still plays a key role in MMC's global strategy, being now established in the all important markets of Russia where it ranks as the number one built-up import, and also the Ukraine where Mitsubishi Motors is the overall top brand.

Now, nearly 35 years after the name was introduced to the world, an all-new Lancer family is about to be launched, signalling one of Mitsubishi Motors Corporation's most ambitious automotive projects ever – the launch of its first global platform: Project Global.



Fresh-faced and forward looking, the new generation Lancer returns to the original Lancer philosophy when the first and second generations were very close to their high performance siblings (like the 1600 GSR and EX 2000 Turbo), a connection and spirit that has been re-established.

So today, it very much returns with some of those visual clues, obvious in both the Lancer and the Lancer Evolution X.

### **THIRTY-FIVE YEARS OF MILESTONES**

- 1973: Lancer Mark I (Colt Lancer) in saloon and station wagon
- 1973-77: Lancer 1600 GSR wins 3 Safari Rallies, 1 Bandama Rally and 4 Southern Cross Rallies
- 1974: Lancer becomes the first Mitsubishi introduced in Europe (London Motor Show)
- 1977: First rally victory in Europe (Class win at 1000 Lakes Rally)
- 1978: Lancer Mark II (Lancer EX)
- 1980: Lancer EX 2000 Turbo (2.0 litre turbo – 170 hp - 980 kg - 190 km/h)
- 1982: Lancer Mark III (Lancer Fiore), the first front-wheel drive Lancer
- 1988: Lancer Mark V saloon and hatchback, the first 5-door Lancer
- 1992: Lancer RS Evolution and GSR Evolution – the first!
- 1998: First WRC title for Mitsubishi Motors
- 2003: Lancer Mark VIII returns to Europe
- 2004: Lancer Evolution Mark VIII officially comes to Europe
- 2005 & 2006: Best selling built-up import in Russia
- 2007-2008: Project Global Lancer Mark IX



## DESIGN

### RECAPTURING THE SPIRIT OF THE BRAND

**Consistently clean, sharp, well-balanced, different and well-adjusted, Mitsubishi Design has been the ambassador of Mitsubishi Motors' renaissance to the outside world over the last five years.**

Today, with Project Global taking MMC's engineering expertise to a new level, design plays an even more important role creating genuinely different products off the same architecture to cover vastly different segments.

Judging by the first Project Global cars already launched (the new Outlander and the new Lancer), there is no denying their strong personalities and popular appeal, already confirmed by excellent sales results.

As a result, the role played by Mitsubishi Design Europe, located in Trebur near Frankfurt, has been fundamental, adding the Project Global new Lancer family to an already rich portfolio of well-received designs such as the 2001/2002 Shogun Evo, the 2001 CZ2, the 2002/2004 New Colt, the 2005 Concept-Sportback, the 2005 Concept-X and the 2006 Concept EZ-MiEV.

Re-capturing the true spirit of the brand, the all-new Lancer with its new visual identity for the brand, is the latest evidence of a true Japanese sports model being brought to global markets.

### SHARPNESS

**The Lancer shares its sharp design features with the acclaimed Concept-Sportback (2005 IAA) and Concept-X (2005 Tokyo) concept cars.**

It has a sharpness, much to do with the desire to recapture Lancer's spirit when the first and second generations were very close to their high performance siblings (like the 1600 GSR and EX2000 Turbo).

Coming round full circle, the parentage of the Lancer family (the Lancer, Sportback and Lancer Evolution X) is clearer than ever. Their shared low stance, long bonnet / short deck proportions, wide track, high beltline, flowing window line, sharply chiselled contours and their fine detailing – they all bring a new meaning to the concept of a sports model.

### SHARKS AND JETS

**Taut and sharp, the Lancer introduces a sharp new visual identity for the brand, dubbed the 'Jet Fighter' grille.**

Whilst the 'Mount Fuji' grille brought a much needed face to the brand in 2001, it was essential to prepare the next step and strengthen Mitsubishi's visual identity globally.

The Jet Fighter grille was first explored as an evolution of the existing, larger inverted gaping grille launched on the US market in 2005. Now the Jet Fighter grille is to become a standard feature across the line, with a wide trapezoidal outline to suggest stability – right down to the opening of the available front spoiler that visually extends that shape – and a central plinth to stage the three-diamond logo.

Matching the sporty credentials of the brand, the Jet Fighter grille adds plenty of marketing flexibility by making adjustments to define different versions, from the chromed upper grille of the Lancer to the blacked out 'big mouth' of the Lancer Evolution X.

Inspired by jet fighter air intakes, this road-hugging grille is further distinguished by its inverted 'shark nose' slant – a nod to other sharp Mitsubishi sports models of the past (from the 60s GTO coupe to the 90s Galant).

In the case of the new Lancer, the Jet Fighter grille is integrated in a one-piece front clip (mask and bumper) made of polypropylene, allowing for later face-lifts without expensive new stampings. This soft clip also saves the bonnet



from damage in the case of light collisions.

Last but not least, the grille is flanked by very distinctive slit-like headlights surmounted by eyebrow-like extensions of the bonnet for a piercing look.

## **SPORTING AESTHETIC BALANCE**

**The clean, creased surfaces of the front sweep into the side profile with its dynamic daylight opening and high, wedged belt-line. Running from the protracted inverted-slant nose, the silhouette then flows over the smooth roof line and the truncated rear end.**

Carefully positioned to achieve an aesthetic balance with the tallish stance of the car, the high-set belt line imparts a tension and a dynamic sense of energy to contrast with the panel surfaces and the mix of light and shadow they project.

Combined with the distinctive shark nose, the long wheelbase and the 'chopped off' tail, the overall effect is that of a road-hugging stance that hints at the car's latent stability.

Adding to that effect, the prominently flared bumpers recall the brand's rally heritage and, particularly on the highest trim levels, emphasise the 18-inch alloy wheels in the overall sleek side silhouette.

## **STYLISH TO THE END**

**The Lancer is meant to be as distinctive from the rear as it is from the front.**

To keep the flow of the design theme, the solid structure of the side shoulder sweeps from the headlights all the way back into the rear to frame the high-mounted light clusters. The same goes for the rear bumper shut-lines that run exactly parallel to the rear door opening.

The sculptured, 'chopped off' tail accentuates the car's sporty cabin shape, whilst the V-shaped character lines below the rear lights add drama to the boot lid design. From a front three-quarter view, the rear overhang is visually shortened by a chiselled, tapering rear bumper side surface.

Lastly, the high-mounted light clusters are themselves like small works of techno art, enclosing three trimmed circles, divided by function, whose illumination simulates LED lighting.

The distinctive, chopped tail and unique rear lights form the ideal frame for Mitsubishi's signature of a large three-diamond logo.

## **CLEAN, GREEN INTERIOR**

**Just as the Lancer brings a new level of sophistication in exterior design, its interior also shows a renewed sense of flair, characterised by clean and crisp surfaces, free of gimmicks and marked by careful attention to details.**

As a focal point, the dashboard swells into the interior like a ship's bow to meet both functionality and space requirements. The top of the dashboard, where the most frequently used controls are located, is slightly offset towards the driver and from there it trails away to either side increasing the space between it and the front occupants.

The rules of perspective make the cabin look roomier. The bottom edge of the dashboard is fattest at the top but then it neatly tapers upwards towards the sides. Along those lines, the clean trim accent visually widens the interior.

As with the Lancer Evolution X, the materials used in the whole Lancer range are easy to recycle and have moved forward from previous generations. Nothing happens by mistake with this car, with the dark matte interior serving the functional purpose of reducing the glare from sunlight which can easily distract the driver's attention from the



road ahead. As such, hardly any chrome and a deliberately greater amount of dark materials have been used.

## RELAXING

**The cabin's deep dashboard uses a neat, taut surface composition that gives the front occupants a sense of being cocooned in a relaxing space. Character, functionality and quality appearance are maximised in the details of the instruments and controls, and in the steering wheel and gear stick.**

- Under their twin-hood visor, the 'sunglass design' dials use a metallic silver-on-black colour scheme, with a neat bridge covering the backlit LCD multi-information display.
- Next to it, highlighted by a silver-accented flash, is the Mitsubishi Multi-Communication System bringing audio, on-board navigation and other communication systems within easy reach of the driver.
- The 3-spoke steering wheel is finished in the same light silver as the metre panel. This sporty wheel, 380mm in diameter, is leather trimmed (on GS2 onwards) and its metal rim core reduces vibrations.
- As a preventative safety measure, remote controls for the audio system and cruise control (on GS2 onwards) are located on either spokes, allowing the driver to use them without removing their hand from the wheel.
- The Lancer uses sculpted front seats with side supports and cushioning designed for optimum location, support and comfort. The rear seat uses large cushions for better comfort over long distances, whilst the 60:40 split-folding backrest increases flexibility.
- Lastly, the interior provides a variety of small item storage spaces designed for everyday convenience:
  - A4-size door pockets with bottle holders
  - a centre tray for small items, a 12V socket and AUX plugs, audio and video with Mitsubishi Multi-Communication System (GS4 only)
  - front centre armrest, doubling as a lid for the storage compartment with tissue and pen holders in its underside and a compartment for a mobile phone. A large capacity bin able to hold 10 CDs can be found underneath.

## SIZE, SPACE AND COMFORT

Developed from the outset as a fully-fledged 4-door sports saloon, as opposed to the usual 2-box C-segment hatchbacks turned (uneasily) into 4-door notchbacks, the Lancer offers a well-balanced profile adding further credibility to its aspirational positioning in the market.

At 457cm in length, it sits right in between the European C- and D-segments offering an appealing blend of sporty styling and roomy interior.

This packaging takes into account trends in the European and US markets with ample overall width and height without creating any undue stretching of its overall length. This results in an effective use of the interior space with an overall interior length of 171.5cm.

Furthermore, there is:

- the outwardly bowed dashboard creating a greater sense of roominess for front occupants
- the spacious rear passenger compartment, encouraging occupants to relax and cocooning them in the large seat cushions
- the extra body width, complemented by a less pronounced side tumble, creating a more generous shoulder (138.9cm front/137.9cm rear) and headroom (92cm front/83.5cm rear)



- the tallish stance allowing a high driving position that provides an excellent field of view, facilitates entry and exit while also providing comfortable headroom
- the 60:40 split rear seats giving a boot-through functionality so that longer items can be carried, thereby increasing boot capacity from the standard 400 litres
- use of a link-type boot lid hinge allowing luggage to be stowed efficiently without the hinge protruding when the boot is closed

In spite of its more generous interior space, wider track and longer wheelbase, the optimised chassis layout gives the Lancer a surprising minimum turning radius of just 5m, on a par with more compact cars.



## VEHICLE ARCHITECTURE

All members of the new Lancer family benefit from an all-new, highly rigid body structure to guarantee sharp driving dynamics but also durability, comfort and passive safety.

### NEW LANCER, BETTER THAN LANCER EVOLUTION IX

Here the benefits of the new body structure are obvious with, for instance:

the use of a closed-section roof bow, side and roof panel braces and other reinforcements, allowing the suspension to respond more accurately and give better handling and response

increased torsional rigidity which, compared to the previous generation Lancer, has been increased by 56% and bending rigidity by 50%, increases that exceed body stiffness measurements of even the Lancer Evolution IX.

### DRIVING DYNAMICS – SUSPENSION, TUNED CHASSIS, STEERING AND BRAKES

Mitsubishi Motors has made the best use of the Lancer's new structure on its driving dynamics. Here, the suspension was calibrated to deliver the driving character of a sports saloon, consistent with Lancer's heritage and positioning.

- The front suspension employs MacPherson struts and coil springs with a flat-shaped stamped steel cross member, which contributes to the improvement in handling and overall stability due to its high rigidity.
- The sophisticated, new multi-link independent rear suspension with trailing arms is another major factor in providing appropriate ride and handling characteristics. Here, the addition of cross member reinforcements, and the use of stiffer wheel mountings compared to the previous Lancer, has improved alignment accuracy and made maintenance much easier.
- The suspension arm layout has also been optimised. The suspension now soaks up bumps more smoothly because the trailing arm body mounting has been raised. Lowering the location of the toe control arm hub mounting has increased toe and camber stiffness.
- In Europe, the Lancer (GS3 and GS4 in the UK market) is available with a sport-tuned chassis, including thicker stabiliser bars (up from 20mm to 21mm), different spring/shock damping rates (the new Lancer is 2.8 kgf/mm against the old Lancer which was 2.2 kgf/mm), a front tower strut bar (to enhance lateral rigidity for precise steering response) and 18-inch wheels fitted to 215/45 R18 tyres.
- Both incorporate a precise and nicely weighted hydraulic power rack-and-pinion steering system (except the 1.5 / electric) with the added benefit of a tight turning circle of 5m.
- The Lancer's braking system includes:
  - Front ventilated disc brakes (276mm / 10.9") and rear solid disc brakes(262mm / 10.3")
  - ABS
  - EBD
  - Brake Assist
  - Mitsubishi Active Stability and Traction Control system (ESP + T/C) – available on GS3 onwards.



## **RISE – REINFORCED IMPACT SAFETY EVOLUTION**

**As with all recent Mitsubishi cars, the Lancer also uses MMC's own RISE (Reinforced Impact Safety Evolution) uni-body that brings dramatic advances in multi-directional impact safety performance.**

As a fundamental starting point, this proprietary design disperses energy loads during side and rear crashes and controls distortion, giving better protection to occupants and also helping to protect the fuel system during a rear impact.

In addition:

- the use of side members with a crumple box structure at their forward end minimises damage in the event of a low-speed frontal impact
- the octagonal section straight front side members and the 3-leg supporting structure effectively disperse frontal impact energy to minimise cabin deformation and protect its occupants
- the body now uses ultra-high tensile steel instead of high tensile steel in the sides and rear
- body rigidity has been increased through the use of an 'occupant cell ring reinforcement structure' that places reinforcements around all side openings and minimises deformation in a side impact

## **FULL PASSENGER SAFETY PACKAGE**

**As well as being excellent on the road, the Lancer is still able to provide its occupants with a safe environment through one of the most comprehensive safety packages in the segment, including a full set of up to an equivalent of 9 airbags (on GS3 onwards):**

- 2 advanced dual front airbags for the driver and front passenger with occupant sensors, their inflation pressure being controlled to match the severity of the impact
- 2 standard front seat-mounted side-impact airbags
- 2 side curtain airbags for both front and rear passengers, bringing the 7 actual airbags to an equivalent of 9
- 1 driver's knee airbag to protect the lower limbs in the initial stage of an impact. By restricting the movement of the lower body, it increases the effectiveness of the seatbelt pretensioner and the airbag.

## **OTHER PASSIVE SAFETY FEATURES INCLUDE:**

- all seats being fitted with 3-point ELR seatbelts. Front seatbelts are fitted with pretensioners that take up any slack in the shoulder belt when detecting any strong impact force in order to secure the occupant more firmly in a frontal crash. Force limiters also operate to slacken the belt and absorb the load acting on the occupant and thereby reduce impact force on the chest.
- seat back deformation characteristics and the head restraint location have been optimised in the front seats to reduce impact energy transmitted to the neck in a rear end impact.
- the door pillars and side roof using an energy-absorbing trim that reduces impact loads on an occupant's head in case of a crash.
- child seat anchorage available for ISO FIX anchoring systems. Tether anchors are fitted to the left and right of rear seats, and on the rear shelf for convenience.
- better pedestrian protection. The front and rear bumpers, bonnet and cowling all employ impact energy absorbing structures. These elements provide an effective crumpling zone without affecting the strength or flexibility of the body. The internal structure of the front bumper is designed to provide an energy-absorbing zone, while the placement of appropriate material and a lower bumper beam reduces pedestrian leg injury



and also prevents them from sliding under the vehicle.

The Lancer was engineered to exceed 5-star EURO-NCAP requirements (tested internally).

## **NOISE, VIBRATION AND HARSHNESS**

**Much effort has also gone into reducing vibration and noise levels, so that occupants can enjoy longer journeys in comfort, including:**

- noise isolation padding, sound absorption material, soundproofing bulkheads and are strategically located to reduce penetration of engine and road noise
- double-sealed doors (two seals around each opening, instead of just one)
- vibration has been further reduced with the more extensive use of damping material, resulting in a peaceful and comfortable interior



## POWERTRAINS

### WORLD POWER

To be launched progressively in Europe from the end of 2007, the all-new Lancer will provide its potential customers with a full family of engine options, carefully selected to suit market demand.

#### The Full Family

This comprehensive line-up ranges from 1.5 litre petrol entry models to mid-range 1.8 litre petrol and 2.0 litre diesel versions, right up to the Lancer Evolution X – a full member of the Lancer family for the first time.

- **GS1:** **109 PS – 1.5 litre DOHC MIVEC petrol**
- **GS2 onwards:** **140 PS – 2.0 litre pump jet diesel (VAG-supplied)**
- **GS2 onwards:** **143 PS – 1.8 litre DOHC MIVEC petrol**
- **Lancer Sportback Ralliart:** **240 PS – 2.0 litre turbo petrol**

### ENTRY LEVEL

#### 1.5 Litre MIVEC:

Well known since 2004, this very modern engine was one of the all-new powerplant introduced in Europe for the Colt.

- Highlights for this engine include:
  - light weight: aluminum cylinder block, resin intake manifold and cylinder head cover
  - compactness: narrow valve angle cylinder head, direct-acting valve train, timing chain train, integrated accessory parts on cylinder block
  - high output: DOHC, 4-valve per cylinder, MIVEC variable valve timing system, high flow intake port, equal port length exhaust manifold
  - low fuel consumption: low friction main moving parts, anti-knocking combustion chamber, shallow water jacket, electronic throttle valve, MIVEC variable valve timing system

The 1.5 litre petrol engine is a VVT MIVEC unit, with VVT on the intake valves and produces a healthy 110 PS. The unit takes the car from 0-62 in 11.6 seconds (14.3 seconds with the auto) and has CO2 emissions of 153g/km combined, VED Band D (168 g/km combined, VED Band E for the auto). Fuel consumption is an excellent 44.14 mpg (40.35 mpg for the auto) on the combined cycle.

*Available on the entry level GS1 only*

### MID-RANGE

MME has focused on Lancer's mid-range, while not forgetting the iconic 2.0 litre turbo petrol engines higher up.

#### 1.8 Litre MIVEC Petrol

This engine is one of the derivatives of Mitsubishi's 'World Engine'.

In the UK, petrol purchases account for 65% of the retail market and 54% of the fleet market. Mitsubishi's primary target audience for the Lancer range is retail<sup>3</sup>.



This compact and lightweight engine delivers high-performance and excellent returns on fuel mileage. The die-cast aluminum cylinder block, plastic cylinder head cover, rearward exhaust layout and double-wall stainless steel exhaust manifold are just some of the advanced technologies employed in the new engine. The application of Mitsubishi's MIVEC variable valve timing technology to both intake and exhaust valvetrains realises optimum valve lift timing for all driving conditions. Cylinder bore and stroke and the compression ratio have also been optimised for this new model.

The 1.8 litre engine uses Mitsubishi's MIVEC variable valve lift and timing system on both intake and exhaust camshafts. At idling speeds the system reduces valve overlap to stabilise idling combustion characteristics and reduce fuel consumption.

Under low speed/high-load conditions, the system closes the intake valves earlier to maintain maximum air volume in the cylinder and generate higher torque. Under high speed/high-load conditions, the system delays the intake valve closure timing to synchronise it with the intake air pressure pulse, thereby increasing in-cylinder air volume and delivering higher power outputs.

Under normal driving conditions the system operates to reduce pumping losses by increasing the valve overlap and delaying the opening of the exhaust valves so that the mixture is compressed at a high expansion ratio. This improves cycle efficiency and realises better fuel economy.

The 1.8 litre petrol engine is a brand new DOHC VVT design with VVT on both the intake and exhaust valves. It benefits from 144PS of power and is available with either a 5-speed manual or a new 6-speed CVT automatic transmission. The unit takes the car from 0-62 in 9.8 seconds (11.2 seconds with the CVT auto) and has CO2 emissions of 183g/km combined, VED Band E (188 g/km combined, VED Band F for the auto). You can also complete 36.69 mpg (35.76 mpg for the CVT auto) on the combined cycle.

*The 1.8 litre petrol is available on GS2 variants and upwards*

## **2.0 Litre Di-D Pump Jet Diesel:**

- Available from launch and sourced from Volkswagen AG, this engine is similar to the engines already fitted to the Grandis and New Outlander. Mitsubishi Motors has recognised the need for a reliable quality diesel engine in a European market where 40% of C-segment saloons are diesel-powered.
- Volkswagen AG's pump-jet technology works at the highest operating pressures compared to other diesel injection systems. As a benefit, higher power and torque values can be obtained, all with lower fuel consumption. Additionally, with such high pressure, a 'clean' combustion takes place with a lower level of emissions.
- In order to meet the growing European customer requirements for DPF, Mitsubishi Motors has developed an appropriate solution for this engine, keeping in mind that the pump-jet technology allows this engine to meet EU 4 without a particulate filter.
- This 140PS 2.0 Di-D 16-valve intercooled turbocharged diesel with a 6-speed manual transmission is sourced from VW, and has been further enhanced by Mitsubishi's engineering team to reduce noise, vibration and harshness.
- Taking the car from 0-62 in 9.6 seconds the unit has CO2 emissions of 165g/km combined, VED Band D. Fuel consumption is 44.83 mpg on the combined cycle.
- This 1,968cc (81 x 95.5mm), turbo-charged w/intercooler, DOHC, 16-valve, EU-4 compliant diesel unit produces an estimated 103 kW/140 PS @ 4,000 rpm and 310 Nm @ 1,750 rpm, for a top speed of 129 mph.
- Together with a full sound insulation package matching the demands of a diesel engine, this engine is



also mated to a specific 6-speed manual gearbox, unique to the DI-D versions. This Aisin AW-supplied transmission features a newly developed Dual Mass Flywheel which dampens shift vibration and noise, as well as a self-adjusting clutch for extended clutch life.

*The 2.0 Di-D is available on GS2 variants and upwards*

**3. SMMT data for the UK C-Segment for full year 2007 registrations.**

## **TRANSMISSIONS**

**The above line-up includes either a 5-speed manual (1.5 and 1.8), a 6-speed manual (2.0 DI-D) or 4-speed fully automatic (1.5).**

Additionally – and already previewed with the Outlander within the Project Global family – the new Lancer is available with a new CVT gearbox:

- Specifically tailored to European requirements in its tuning and mapping – quite different from the US or Japanese market settings – this new unit brings significant improvements in terms of fuel economy compared to conventional automatic transmissions. Now the integrated management of engine and vehicle allows it to select the optimum shift point for any set of throttle opening, engine load and vehicle speed conditions.
- Furthermore, the absence of a traditional torque converter brings quicker reactions, better fuel economy and lower emissions compared to a usual automatic gearbox, whilst its step-less operation eliminates shift jerk.



## NAVIGATION, ENTERTAINMENT & CONVENIENCE

In addition to an outstanding sound system, the Lancer also offers the following high tech in-car entertainment systems:

### **Hard Disk Drive (HDD) 7-inch LCD Monitor On-board Navigation**

The Mitsubishi Multi-Communication System (MMCS) integrates audio, on-board navigation and other communication systems.

The system uses a 30GB hard disk drive and 7-inch LCD display with touch-panel operation. The main unit is slightly wider than 2DIN size for easier operation of the controls. The navigation system utilises hard disk drive capacity to the maximum and uses dedicated LSI circuitry to provide ultra-fast search and access to city maps, landmarks, detailed maps, and other data-rich navigational content.

### **Mitsubishi Multi-Communication System (MMCS)**

MMCS delivers in-car entertainment with an AM/FM receiver and a DVD player that supports CD, CD-R, CD-RW and DVD-video formats. MMCS features a digital music server with instant music access and CD Database (CDDDB), automatic CD identification and also supports MP3 and WMA formats.

With a 140W DSP amplifier and six speakers, this system really hits the notes.

## CONVENIENCE FEATURES

Lancer will also offer a vast array of convenience features to simplify life on board:

- Instrument Cluster And Multi-Information Display

Using a large dot-matrix LCD screen with red graphics, the Multi-Information Display (MID) displays all the information the driver needs. In addition, the screen supports six different languages in Japanese, English, German, French, Spanish and Italian.

It displays:

- trip distance and odometers
- service reminder that shows the number of months or distance to the next service
- water temperature
- range on remaining fuel
- fuel consumption
- average vehicle speed
- outside temperature
- seatbelt reminder

The driver can change the display using the information mode switch located to the right of the instrument cluster.

- Fully Automatic Climate Control With Air Filter

A fully automatic climate control can be offered featuring a filter which removes pollen, dust and other impurities and keeps the interior clean.

Separate heater vents in the rear compartment allow rear seat occupants to control air from the heater.



- Solar Control Glass

Solar control glass uses an infrared absorbing material in its intermediate layer to reduce transmission of solar heat by 66-100% (depending on glasshouse location). The glass also cuts out transmission of ultra-violet light but transmits all visible light to keep the interior airy and light.

- Electronic Total Automobile Control System (ETACS)

You can individually set-up the vehicle to your own personal requirements with Project Global's ETACS electronic architecture. This is Mitsubishi's proprietary cross-carline integrated control computer available in all EU-spec Mitsubishi cars, and enhanced for the Lancer and all other Project Global vehicles.

This high-value system is very flexible and aimed at activating a host of safety and comfort features - all built-in and available at no extra cost. It allows for any vehicle to be customised according to the customer's needs through the touch screen of the Mitsubishi's Multi Communication System, either at the dealership through MUT III Diagnostics (Multi-Use Tester) or intuitively by the customer.

You can decide how long the interior light stays on after door closure, if at all. You can decide when the wing mirrors fold in and out – at the touch of a button, or automatically when the door is closed and the ignition key inserted or removed? You choose.

Furthermore, additional new functions can be integrated to improve vehicle usability, including:

- keyless entry system: e.g. turn signal answerback, horn answerback, duration of signals
- wipers: e.g. intermittent operation, wipers and washer, rear wiper functions
- exterior and interior lights: e.g. headlight auto-cut, auto-light sensitivity, dome light time
- power windows: e.g. function after ignition off, passenger window position prohibited by lock-switch
- turn signal, door locks, mirror folding and ACC power cut
- exterior lights: e.g. auto-off function of front and rear fog lights

In essence, ETACS is a man / machine interface connecting:

- LIN (Local Interconnect Network), a global standard in-car medium-speed communication system (transmission speed: 19.2 kbps)
- CAN (Controller Area Network System), a global standard in-car high-speed communication system (transmission speed: 500 kbps)



## UK SPECIFICATION SUMMARY

The new Lancer is available in four trim levels - the GS2, GS3, GS4 and Ralliart (Sportback only) and seven colours with the next generation Lancer Evolution X topping the range (see separate section) and providing a significant sporting “halo effect”.

### LANCER GS2 (5-DOOR “SPORTBACK” ONLY)

The GS2 gains the following items in addition to that of the GS1, with the 4-speed automatic being replaced by a 6-speed CVT automatic on petrol models for £1,000. The 1.8 litre petrol is priced at £14,449 and the 2.0 litre diesel at £16,149:

- 16” Alloy Wheels
- Leather Steering Wheel / Shift Knob
- Cruise Control
- Steering Wheel Audio Controls
- Curtain Airbags
- 6-Speakers
- Front Grille Chrome Surround

### LANCER GS3 (4-DOOR AND 5-DOOR “SPORTBACK”)

The GS3 steps up a gear in sporty driving dynamics, and additional comfort and convenience features. All the following items come as standard for just a £1,000 premium over the GS2, with the 6-speed CVT automatic on petrol models costing an additional £1,000. The 1.8 litre petrol is priced at £15,649 and the 2.0 litre diesel at £17,149:

- 18” Alloy Wheels
- Front Fog Lamps
- Stability & Traction Control
- Sports Body Kit
- Privacy Glass
- Climate Controlled Air Conditioning
- Sports Suspension
- Front Strut Tower Bar

### LANCER GS4 (4-DOOR AND 5-DOOR “SPORTBACK”)

The GS4 gains the following items for just a £2,000 premium over the GS3, with the 6-speed CVT automatic on petrol models costing an additional £1,000. The 1.8 litre petrol is priced at £17,649 and the 2.0 litre diesel at £19,149:

- Pan-European HDD satellite navigation system with colour touch screen
- 30GB music server



- Heated leather seats
- iPod / MP3 auxiliary input
- Personalisation of car set up (e.g. set your own preferences for windscreen wiper operation, interior light delays, auto-folding wing mirror options, etc).
- Advanced vehicle data system: vehicle environment, altitude, direction, advanced trip computer, etc.

Full and detailed specifications for the entire Lancer range are detailed in the associated specification sheets accompanying this release.

## **LANCER RALLIART SPORTBACK**

The Lancer Ralliart Sportback comes with a 2.0 litre (Dual Valve VVT) Turbo Engine with 6-speed Twin Clutch - SST transmission producing 240 PS, coupled with a full-time 4WD system with Active Yaw Control and Active Centre Differential. The GS SST specification is priced at £21,649 and the GSR SST is at £24,149.

Specification includes the following items:

- Auto rain sensing wipers
- Auto headlight sensor
- Cruise control
- iPod connections
- Aluminium bonnet panel
- Leather front sports seats (GSR)
- MMCS Satellite Navigation (GSR)
- Rockford Fosgate premium audio with 30GB hard drive (GSR)
- ETACS vehicle personalisation system (GSR)
- Sports steering wheel with paddle shift
- Ralliart radiator grille
- Aluminium pedals
- Xenon Headlamps
- Headlamp washers

## **COLOURS**

The new Lancer range is available in the following colours:

- Cool Silver (Metallic); Orient Red (Metallic); Thunder Blue (Pearlescent); Amethyst Black (Pearlescent); Stone Grey (Pearlescent); Frost White (Solid); Santorini Orange (Ralliart Only)



## UK PRICING SUMMARY

List pricing (excluding VED and FRF) for the new Lancer range is as follows:

	<b>Lancer GS2 Sportback</b>	<b>Lancer GS3 4 Dr &amp; Sportback</b>	<b>Lancer GS4 4 Dr &amp; Sportback</b>
Lancer 1.5 Petrol 5spd MT	£14,499	x	x
Lancer 1.8 Petrol 5spd MT	£14,649	£15,649	£17,649
Lancer 1.8 Petrol CVT	£15,649	£16,649	£18,649
Lancer 2.0 DI-D 6spd MT	£16,149	£17,149	£19,149
		<b>GS</b>	<b>GSR</b>
Lancer 2.0 Ralliart Sportback		£21,649	£24,149

## INSURANCE GROUPS

With the improvements to technology and safety the insurance group rating for the new Lancer is highly competitive, as follows:

### GS2

Lancer 1.5 GS2 Sportback Manual	<b>5E</b>
Lancer 1.8 GS2 Sportback Manual	<b>8E</b>
Lancer 1.8 GS2 Sportback CVT	<b>8E</b>
Lancer 2.0 DI-D GS2 Sportback Manual	<b>8E</b>

### GS3

Lancer 1.8 GS3 4 Door/Sportback Manual	<b>8E</b>
Lancer 1.8 GS3 4 Door/Sportback CVT	<b>8E</b>
Lancer 2.0 DI-D GS3 4 Door/Sportback Manual	<b>8E</b>

### GS4

Lancer 1.8 GS4 4 Door/Sportback Manual	<b>9E</b>
Lancer 1.8 GS4 4 Door/Sportback CVT	<b>9E</b>
Lancer 2.0 DI-D GS4 4 Door/Sportback Manual	<b>9E</b>

### Ralliart

Lancer 2.0 Sportback Ralliart GS SST	<b>17A</b>	Lancer 2.0 Sportback Ralliart GSR SST	<b>17A</b>
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## SERVICING AND AFTER SALES

The new Lancer and Lancer Sportback has 12,500 mile service intervals and is also available with a Mitsubishi Service Plan at just £275 for Petrol and £295 for Diesel covering the vehicle's first three scheduled services, and comes complete with a 3-year unlimited mileage warranty and pan-European roadside assistance package to provide entirely worry-free motoring. Lancer 2.0 Sportback Ralliart has 10,000 mile service intervals and the Mitsubishi Service Plan costs just £495 covering the vehicle's first three scheduled services, and comes complete with a 3-year unlimited mileage warranty and pan-European roadside assistance package to provide entirely worry-free motoring.



## LANCER SUMMARY

### TIMINGS

#### Concepts:

- Concept-Sportback: 2005 Frankfurt Motor Show
- Concept-X: 2005 Tokyo Motor Show
- Prototype-X: 2007 Detroit Auto Show

#### All-new Lancer:

- World premiere: 2007 Detroit Auto Show
- European premiere: 2007 Frankfurt Auto Show
- European start of sales: end of 2007/early 2008 (availability according to market)

#### Next developments:

- Lancer Evolution:
- Preview: 26th April 2007/MMC FY06 result press conference
- World premiere: 2007 Tokyo Motor Show
- Start of sales/Europe: late spring 2008

#### Lancer Sportback:

- Preview: 2008 Geneva Motor Show
- World premiere: 2008 Paris Motor Show
- Start of sales UK: Spring 2009

### GLOBAL PLATFORM

Name: 'Project Global'

Co-engineered with DaimlerChrysler

Multi-million dollar investment

Will support the launch of several new MMC vehicles over the next few years, including:

- all-new Lancer family and the next Lancer Evolution super car
- second generation Outlander

Fundamentals:

- front floor



- front suspension
- electronic architecture

In contrast with the accepted rule of 'one platform = one segment', Project Global covers a wide spectrum of vehicles in several segments (SUVs, C/D passenger cars, MPVs, sports cars).

Between MMC and DaimlerChrysler, it has so far been used on 12 engines, 6 different transmissions, front-wheel drive and 4-wheel drive, and diesel and petrol options.

It is one of MMC's 6 platforms, down from 14 in 2004.

## POSITIONING

9th generation Lancer

Heir of 70s 1600 GSR, 80s EX2000 Turbo and 90s/00s Evolution rally winners

C/D segment

Full Lancer family: All-new Lancer (24%), Sportback (70%), Evolution (6%)

50% conquest target rate

Full Lancer family:

± 45,000 units a year from 2009 (first full year with all models)

will allow MME to expand its current market coverage of 30% to 50%

Niche and appealing with corresponding benchmarks of:

Dynamic: Alfa Romeo 156/159

Aspirational: Volvo S40

Pricing: Mazda 3

## PRODUCT HIGHLIGHTS

### Body:

- created at Mitsubishi Design Europe
- based on 2005 Concept-X concept car
- design shared with the all-new Lancer Evolution X
- start of new 'Jet Fighter' grille visual identity
- 457cm long x 176cm wide
- 263.5cm wheelbase
- torsional rigidity + 56% / bending rigidity + 50% against the current Lancer



- body stiffness higher than current Lancer Evolution IX
- RISE (Reinforced Impact Safety Evolution) structure
- Up to equivalent of 9 airbags (depending on market/spec), including driver's knee airbag
- Engineered to exceed 5 EURO-NCAP stars (tested internally)

**Engines:**

- Entry Level: (20% of volume) 110 ps – 1.5 litre DOHC MIVEC petrol
- Mid-range: (25% of volume) 140 ps – 2.0 litre pump jet diesel (50% of volume) 144 ps – 1.8 litre DOHC MIVEC petrol
- Upper-range: output and details to be unveiled at a later stage<sup>4</sup>
- Hero: 295 ps 2.0 litre Turbo DOHC MIVEC petrol (Evolution)\*

**4. 5% of volume shared by these two powertrains**

**Transmissions:**

- 1.5: 5 M/T or 4 A/T
- 1.8: 5 M/T or EU-tuned 'stepped' 6-speed CVT with INVECS III auto-adaptative operation
- 2.0 DI-D: 6 M/T
- 2.0 Turbo: 5 M/T or twin clutch SST

**Chassis:**

- Front suspension: MacPherson struts, coil springs and flat-shaped stamped and highly rigid steel cross member
- Rear suspension: multi-link independent set-up
- Available sport-tuned chassis:
  - thicker stabilizer bars (+1 mm, from 20mm to 21mm)
  - different spring/shock damping rates (new Lancer: 2.8 kgf/mm against old Lancer: 2.2 kgf/mm)
  - front tower strut bar to enhance lateral rigidity for precise steering response
  - 18-inch wheels fitted to 215/45 R18 tyres (availability according to models and markets)
- Properly weighted hydraulic power rack-and-pinion steering system (except 1.5/electric) with the added benefit of a tight turning circle (5m)
- Braking system: 15" front discs and 14" rear discs, complemented by ABS, EBD, MASTC (ESP + T/C) and Brake Assist (availability according to models and markets)

**Key Equipment Features:**

Hard Disk Drive (HDD) 7-inch LCD monitor on-board navigation

Electronic Total Automobile Control System (ETACS)