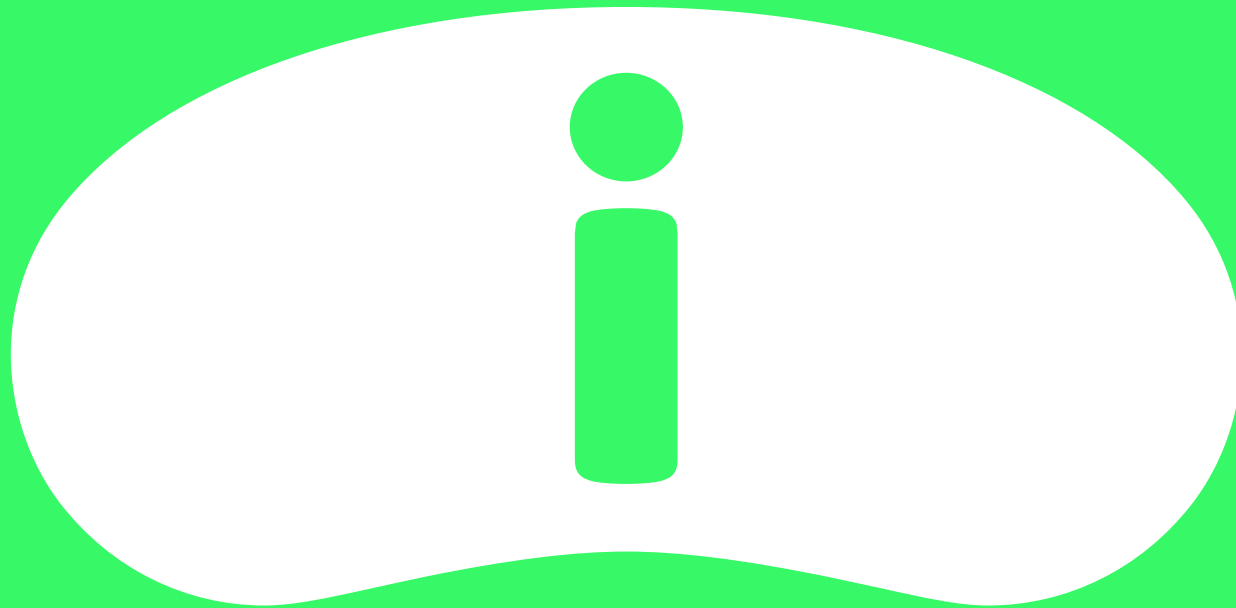




like generating zero emissions and zero guilt, plugging in rather than filling up, a motor with an operating system, and having 16 kilowatt-hours under the hood, using brakes that recycle, burning electrons instead of hydrocarbons, motoring without creating noise pollution, saving the planet and my wallet, and standing out for the right reasons. I like a car that I can't help but like.





MiEV

Introduction

Introducing the most likeable car on the planet.

The 100% Electric Mitsubishi i



Introduction

I like driving on the cutting edge.

How do you create the most likeable car on the planet?

It doesn't happen overnight.

The 100% Electric Mitsubishi i-MiEV, Mitsubishi Innovative Electric Vehicle, is the culmination of a lot of technological firsts. Mitsubishi developed its first electric car way back in 1970—the Minica EV. From there, we spent years developing and refining battery and motor technologies, pushing for greater efficiency. In the '90s, we made the industry-changing move to efficient, long-lasting lithium-ion batteries. This paved the way for our MiEV technology, the foundation for everything you're going to like about the i.

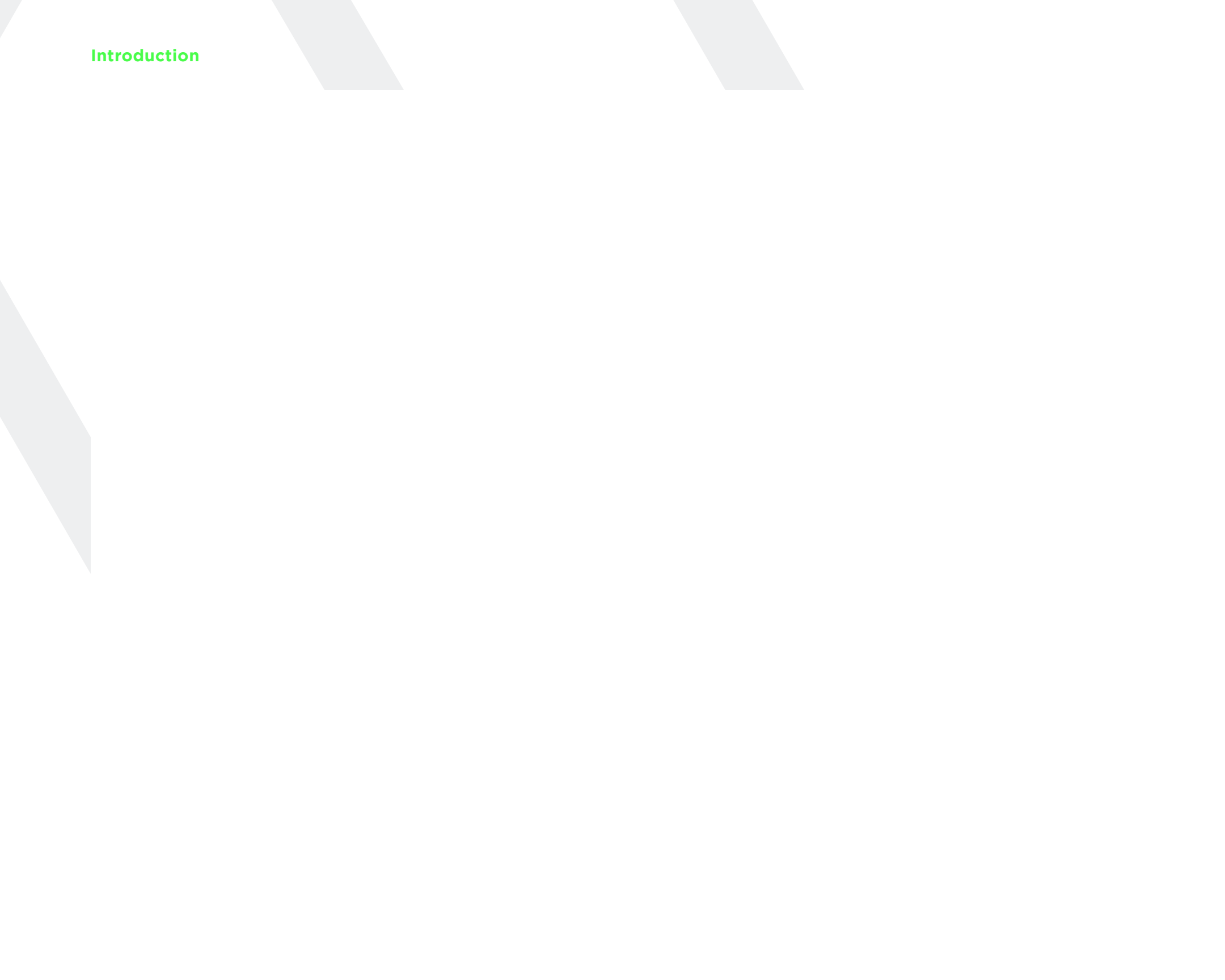
Why is this car the most likeable?*

Is it because the internal combustion gasoline engine has been entirely replaced with a zero-emission 100% electric motor? Or is it because the Mitsubishi i's smart, functional design is also attractive? Or because it's powerful and large enough to carry four people, yet the most efficient car in its class, getting a combined 112 MPGe?¹ Or maybe because it's a high-tech piece of gadgetry that's affordable enough for nearly anyone? Yes. We believe it's all of the above.



*likeable

easy to like; agreeable; “an attractive and likeable little car”



Introduction

Range

I like going more miles on fewer volts.

The 100% Electric Mitsubishi i is the most efficient vehicle in its class because it's smart on so many levels, starting with its unique operating system—our exclusive MiEV technology—which smoothly

and efficiently distributes energy throughout the car. It's got a compact design and lightweight, yet strong body. Regenerative brakes that turn braking into energy. And the ability to choose from three driving modes for

most efficiency. All of this helps you achieve an unbelievable combined 112MPGe.¹ In other words, rack up more miles with less effort—and less money.



Range

I like 62-mile joy rides.²

Whether you're commuting in the city, cruising through the suburbs or winding down the coastline highway, you'll be surprised at how fun the Mitsubishi i is to drive—and how far you can go in it. With its long range

for an electric vehicle, you might find yourself taking it out for a spur-of-the-moment Sunday drive or loading it up with surfboards and heading down to the beach. It's good to keep in mind that you'll

get more mileage out of the i in the city, as highway driving takes up more energy. But either way, you're driving the most efficient car in its class and you're having fun doing it.



62-mile combined city/hwy range²

Fun to drive

The Mitsubishi i's unique rear-wheel drive design improves handling and increases interior room without sacrificing performance.

Open your options

With three drive modes, you can choose between maximum fun, maximum economy and maximum regenerative brake power.

On the go

Ultra-efficient Level 3 public charging stations deliver an 80 percent charge in as little as 30 minutes, with the i's optional quick-charger port.

I like a motor that's more considerate.

How many cars have an operating manual and an operating system?

If electrons are the lifeblood of the Mitsubishi i, our proprietary Mitsubishi innovative Electric Vehicle (MiEV) technology is the brain. A child of four decades of research, the MiEV operating system constantly regulates the major components of the all-electric drivetrain to achieve the maximum eco-fficiency,* so acceleration is always smooth and energy is always optimized. The Mitsubishi i could quite possibly be the brainiest car on the planet.

1970

Mitsubishi develops its first electric vehicle, the Minica EV

1994

Mitsubishi FTO sets lithium ion record in 24 hours

1999

Eclipse EV participates in Shikoku EV Rally

2005

Lancer Evolution EV developed

2011

The Most Likeable Car on the Planet hits the U.S.



*eco-fficiency
both ecologic and economic

Drive to i.mitsubishicars.com/miev/technology for more info on MiEV technology.



Exterior

I like standing out for the right reasons.

The Mitsubishi i looks like nothing you've ever seen before, and the reason is simple: It's not a gasoline-powered car so it doesn't need to look like one. Designed around people, not mechanical systems or engine blocks, the Mitsubishi i has lines that will turn heads. And it makes a statement you can be proud of.



Acoustic Vehicle Alerting System (AVAS)

Because the motor's so quiet, we created this system to alert pedestrians of your presence with a pleasant, perceptible sound at low speeds.



LED Rear Combination Tail Lamps

LEDs, unlike traditional bulbs, are ultra-efficient and super bright, making the most efficient car in its class even more efficient.

Interior

I like conserving my own environment.

If the interior environment is as important to you as the trees and sky, you'll like the Mitsubishi i's spacious cabin. It's cleverly designed to be compact on the outside, for efficiency's sake, but roomy on the inside. With the electric motor in the rear, the battery under the floor, and the wheels pushed to the corners, it opens up a lot of room for you and your passengers. Free range elbows are always better.



Standard Driver's Seat Warmer

A heating system uses a lot of energy. So we've installed a seat warmer to give you a more efficient heating option, to keep you toasty while using less juice.

Battery

I like 16 kilowatt hours.

If the MiEV operating system is the brain of the i, then our high-performance and lightweight lithium-ion battery pack is the heart. With a range of around 62 miles², it's great for most commutes or errands, and can charge to 80 percent in about a half-hour* at a public quick-charging station when equipped with quick charge port. The best part is, you'll never have to choose between regular or premium unleaded.

MiEV Remote System³

Our remote control FOB lets you set your ideal temperature by preheating or precooling the cabin, while plugged in to the grid. You can also program your charging time for the most economical hours, and monitor the charge level via a convenient indicator.



Cold Zone Package

Since batteries have a hard time charging in cold weather conditions, the Cold Zone Package ensures your battery stays warm, allowing it to charge optimally.

Battery Limited Warranty

8 years / 100,000 miles



Low-Energy Warning Indicator

When the battery only has 1/8 of its charge remaining, the low-energy warning indicator flashes to let you know the battery needs to be recharged.



Eco/Charge Functionality

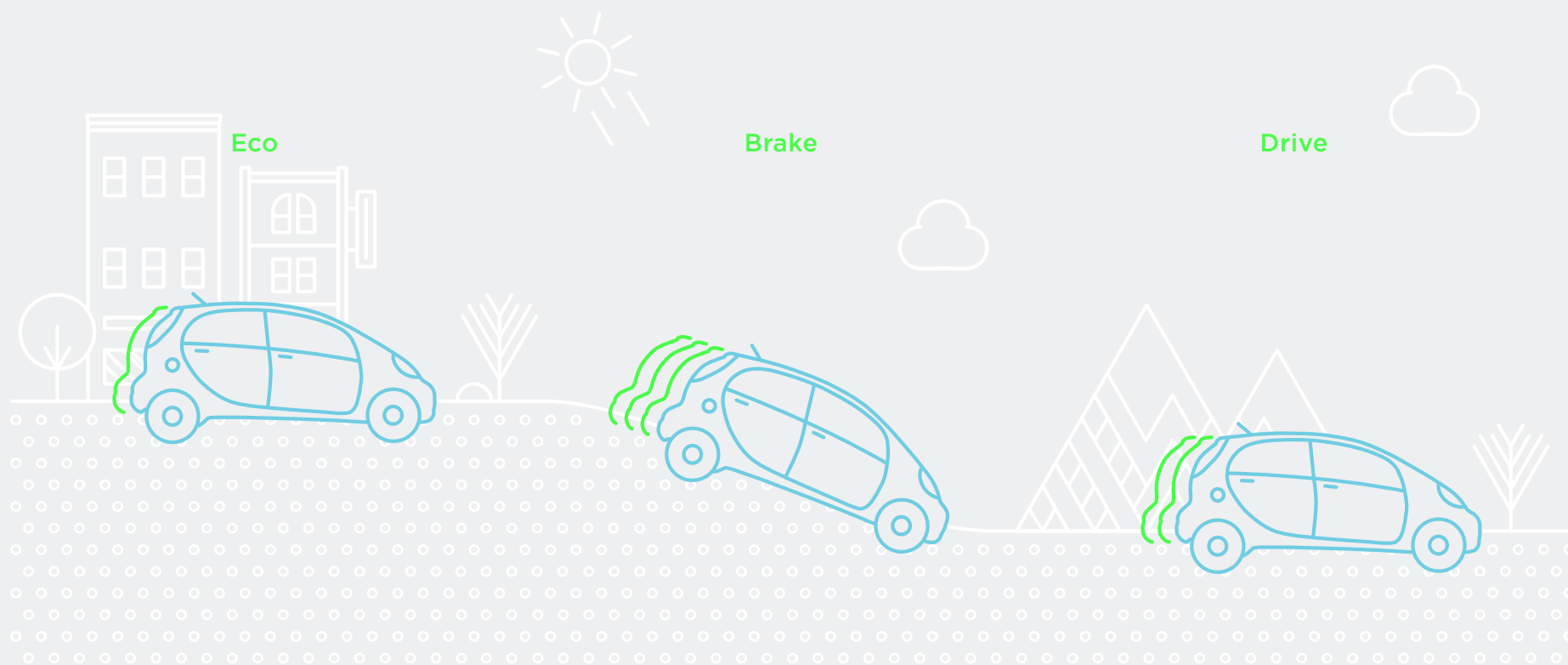
You may check your real time energy consumption by looking at the power meter. Try to keep the red needle within the green "Eco" zone. When the vehicle is braking the red needle should be within the blue "Charge" zone.

*Charging times are approximate. Times can vary due to temperature and battery conditions.

Shift Selector

I like brakes that amp the charge.

The Mitsubishi i's Shift Selector offers a choice of three driving modes, so you can choose between maximum fun, maximum economy and maximum regenerative braking to manage your energy use behind the wheel.



Eco

Driving the car in Eco allows you to minimize your energy usage. It slightly reduces overall power output which conserves energy and increases the regenerative braking capabilities.

Brake

When you take your foot off the accelerator, you will have a stronger regenerative brake. So every time you coast, drive downhill or brake, you're providing full power with the strongest calibration of regenerative braking capabilities.

Drive

This is the standard mode and provides full power access and normal regenerative braking effort. So, step on the pedal, and feel the power instantly surge through the car.

Motor

I like to hear the wind in the trees, not the roar of the motor.

Even at highway speeds, driving the Mitsubishi i is as quiet as flipping the pages of this brochure. Not only is the 100% electric motor quiet, it's also eco-friendly, producing zero emissions. So you get to experience all the thrill of driving and none of the guilt.

- A. Main Drive Battery
- B. Motor and Transmission
- C. Electrical Charge Port



Battery

The MiEV operating system ensures each battery cell is uniformly charged. The battery is encased in a water proof stainless steel capsule for safety and durability. In fact the case adds body rigidity and strength to the chassis while lowering the center of gravity.

Motor

The electric motor in the Mitsubishi i produces and estimated 66 hp and 145 ft.-lbs. of torque at 0 to 300 rpms.

Omission

One of the most likeable things about the Mitsubishi i is something it doesn't have—a tailpipe. No tailpipe, no emissions.

Charging Options

I like filling up with electrons over hydrocarbons.

With the Mitsubishi i, there are three ways to refuel. None of which involve smelling gas fumes. You can plug into a standard 120V/15-amp dedicated household outlet, take advantage of the optional super-fast Electric Vehicle Supply Equipment (EVSE) home charging dock, or grab an 80 percent charge in 30 minutes* at a public quick-charge station. And wave as you pass by the gas station.

Level 1 : 22 hours* - 100%

Level 2 : 7 hours* - 100%

Level 3 : 30 minutes* - 80%

Level 1



Level 1

Our on-board charging system allows you to charge your Mitsubishi i in a variety of locations. The portable charging cable plugs into a standard 120V/15-amp dedicated household outlet, protected by a ground-fault circuit interrupter. It takes approximately 22 hours* to charge.

Level 2



Level 2

Using your Mitsubishi i as an everyday car? We recommend installing a fast, convenient home charging system.⁴ Developed by Eaton, a global leader in electrical components, the 240V outlet gives you a charge in just 7 hours.⁵

Level 3



Level 3

Your Mitsubishi i can be equipped with an optional DC quick-charger port compatible with all CHAdeMO certified quick-chargers. So you can plug-in, grab a cup a coffee and be 80% charged within 30 minutes. Available option on the ES and SE trims.

*Charging times are approximate. Times can vary due to temperature and battery conditions.

Safety Features



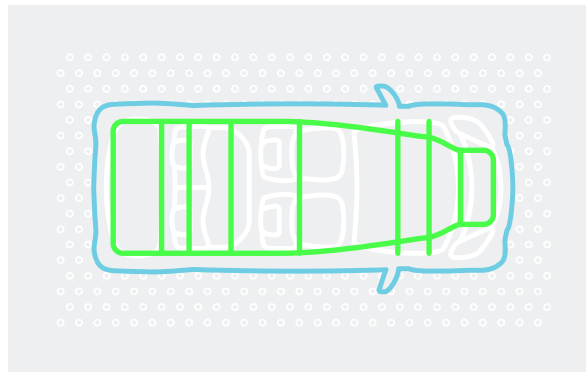


I like adding some certainty to the future.

Creating a safe and nurturing environment.

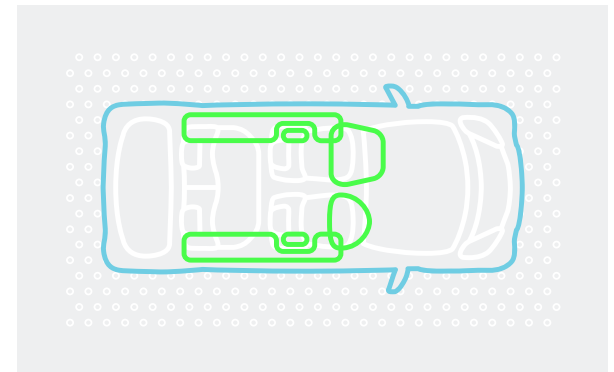
Compact, yet tough, the Mitsubishi i is endowed with our RISE Body Construction. Active Stability Control (ASC) that monitors the grip of the tires and works with the Anti-Lock Brakes (ABS) to apply them intelligently.

The Mitsubishi i conforms to all Federal Motor Vehicle Safety Standards (FMVSS), but that's clearly an understatement. Take our battery, it's located under the cabin between the rigid frame to reduce the risk of destruction.



RISE Body Construction

The Mitsubishi i's Reinforced Impact Safety Evolution (RISE) body helps to protect the occupants in the event of an accident by minimizing crumpling and dispersing impact energy.



Airbags⁶

A six-airbag system with advanced frontal airbags. And even a system that disconnects the current from the battery in the event of an impact.

Affordability

I like saving the planet and my bank account.

Not only is the Mitsubishi i the most affordable electric vehicle in its class, it's also affordable to drive and own. Just think—no oil changes, less maintenance, fewer parts to replace. And with electrons costing a tiny fraction of a tank full of gasoline, you're looking at \$9,850 in fuel cost savings over five years.⁷ It's a status symbol without the luxury tax.



A.



B.



C.



D.



E.



F.

Accessories

Make the Mitsubishi i your own with accessories available from your Mitsubishi retailer. Remember to always buy Mitsubishi genuine parts, that way you know they'll fit right and work right.

- A. Cargo Net
- B. License Plate Frame
- C. Floor Mats
- D. Side Window Deflectors
- E. USB Adaptor Kit
- F. Fog Lamps with DRL Function

specs

Overview		ES	SE
Range	62 miles combined city/hwy EPA rated range	S	S
Charge times	Portable Level 1 home 120V outlet: 22 hours*	S	S
	Recommended Level 2 home 240V EVSE charging dock: 7.0 hours*	O	O
	CHAdEMO Level 3 public quick-charging port: 30 minutes* to 80% charge	O	O
Top Speed	81 mph	S	S
Occupancy	4	S	S
Drive	Rear wheel	S	S

Mechanical

Motor	Rear motor, 49kW AC synchronous	S	S
Battery	16kW-h lithium-ion, 330V	S	S
Portable charging cable (Level 1)	120V	S	S
Brakes	Front ventilated disc and rear drum brakes	S	S
	Regenerative brake power system	S	S
	4-wheel Anti-Lock Braking System (ABS)	S	S
	Electronic Brake Force Distribution (EBD)	S	S
	Brake Assist (BA)	S	S
	Brake override system	S	S
Suspension and Steering	Independent strut front suspension with stabilizer bar	S	S
	Rear 3-link de dion suspension	S	S
	Speed-sensitive, Electric Power Steering (EPS)	S	S
	Turning radius 15.4 ft.	S	S
Drivetrain	Rear motor layout, rear-wheel drive	S	S
	Single fixed reduction gear transmission	S	S

Packages

Packages	Premium Package:	—	O
	• HDD Navigation System with rearview camera • FUSE Hands-free Link System™ with USB port • Steering wheel audio controls • Battery warming system • Heated outside mirrors • DC quick-charge port (a side-mounted charging port for use at public quick-charge stations)		
	Cold Zone Package:	O	O
	• Strongly recommended for cold climates that reach temperatures below zero degrees • Heated outside mirrors		
	Quick Charge Package:	O	—
	• DC quick charge port • Heated outside mirrors • Battery warming system		

Exterior		ES	SE
Colors	Raspberry	S	S
	Cool Silver	S	S
	Labrador Black	S	S
	Diamond White Pearl	S	S
	Diamond White Pearl and Ocean Blue Two-Tone	—	S
Styling and Functionality	Body color outer door handles	S	S
	Body color power side-view mirrors	S	S
	Halogen projection headlamps	S	S
	Side marker lamps	S	S
	Charge door release	S	S
	Rear window defroster	S	S
	Rear intermittent wiper and washer	S	S
	Roof antenna	S	S
	LED rear combination taillamps	S	S
Wheels and Tires	Fog lamps with DRL function	—	S
	Auto on/off headlamps	—	S
	15-inch steel wheels with cover	S	—
	15-inch alloy wheels	—	S
	145/65 R15 low-rolling-resistant front tires	S	S
	175/60 R15 low-rolling-resistant rear tires	S	S
	Tire repair kit	S	S

Dimensions

Overall length	144.8 in.
Overall width	62.4 in.
Overall height	63.6 in.
Wheelbase	100.4 in.
Track (F/R)	55.9 / 54.3 in.
Vehicle weight	2,579 lb.
Coefficient of drag	0.35
Front legroom	33.8 in.
Front shoulder room	54.8 in.
Front headroom	35.6 in.
Rear legroom	30.0 in.
Rear shoulder room	54.8 in.
Rear headroom	34.3 in.
Cargo Volume	13.2 cu. ft.
Max cargo Volume	50.4 cu. ft.
Passenger volume	84.7 cu. ft.

S = Standard O = Optional — = Not Available

specs

Interior		ES	SE
Colors	Basic Black	S	—
	Premium Brown	—	S
Seating and Appointments	4-passenger seating capacity	S	S
	6-way manual adjustable driver's seat	S	S
	4-way manual adjustable front-passenger's seat	S	S
	50/50 split fold-down and recline rear seats	S	S
	Driver's seat heater	S	S
	3-spoke steering wheel	S	S
	Leather wrap steering wheel and shift knob	—	S
Comfort and Convenience	On-board recharging system with 120V portable charging cable	S	S
	Electric manual air conditioning with micron filter	S	S
	Electric cabin heater	S	S
	Remote keyless entry	S	S
	MiEV Remote System	S	S
	Power door locks	S	S
	Power windows with driver's one-touch auto-down feature	S	S
	Variable intermittent windshield wipers	S	S
	Rear window defroster	S	S
	Front map lamps	S	S
	Front and rear assist grips	S	S
	Dual sun visors	S	S
	Driver visor vanity mirror	S	S
	Passenger vanity mirror	—	S
	Auxiliary 12V DC power outlet	S	S
	Cup holders (driver and front passenger)	S	S
	Front door pockets	S	S
	Floor mats	S	S
	Silver interior accents	—	S
	2-tone instrument panel (Premium Brown)	—	S
	Door trim with cloth insert	—	S
Audio and Navigation	100-Watt, AM/FM/CD audio system with MP3/WMA playback with 4 speakers (front door and tweeters)	S	—
	360-Watt, deluxe AM/FM/CD audio system with MP3/WMA playback and 8 speakers	—	S
	HDD Navigation System with rearview camera monitor, FUSE Hands-free Link System™ with USB port, Steering wheel audio controls	—	O
	Integrated audio panel	S	S
Safety	Advanced airbag ⁶ system with dual-stage supplemental front airbags	S	S

		ES	SE
	Driver and front-passenger seat-mounted side-impact supplemental airbags	S	S
	Roof-mounted curtain side-impact supplemental airbags	S	S
	Active Stability Control (ASC) with Traction Control Logic (TCL)	S	S
	3-point seat belts for all seating positions	S	S
	Front seat belts with pretensioners and load limiters	S	S
	LATCH System (lower anchors and tethers for children)	S	S
	Front-seat height-adjustable headrests	S	S
	Rear-seat height-adjustable headrests	S	S
	RISE body construction with front and rear crumple zones	S	S
	Tire Pressure Monitoring System (TPMS)	S	S
	High-voltage, cut-off system	S	S
	Acoustic Vehicle Alerting System for pedestrians	S	S
Security	Vehicle Immobilizer System	S	S
	Vehicle Security System	S	S
	Low-battery warning indicator	S	S

Warranty

Battery	
Main Drive Lithium-Ion Battery	8 years/100,000 miles limited warranty
Basic	3 years/36,000 miles limited warranty
Powertrain	5 years/60,000 miles limited warranty
Roadside Assistance	3 years/36,000 miles

See Mitsubishi retailer for limited warranty and roadside assistance terms and conditions.

Technical specifications are based on the latest information available at the time of posting and are subject to change without notice. Features and options subject to change without notice.

1. Miles per gallon equivalent combined city/highway based on EPA estimate. Actual MPGe may vary.
2. Combined city/highway range based on EPA tests. Actual range will vary depending on driving and charging habits, speeds, conditions, weather, temperature and battery age.
3. Only activates when Level 1 or 2 charging cable is connected.
4. For the sake of optimum safety and efficiency, all purchasers must complete a site survey conducted by the Geek Squad®. These trained specialists will evaluate the level 1 circuit, as well as provide valuable options for the quicker charging.
5. The federal government is currently offering a rebate for anyone who purchases a 240V charging dock. Visit i.mitsubishicars.com for more information.
6. A total of 6 SRS airbags help protect drivers and passengers in the event of a collision.
7. EPA estimated fuel cost over a five year period for the vehicle compared to the average new vehicle. These estimates are based on 15,000 miles per year, for five years, and projected fuel price of \$3.70 per gallon of gasoline.

*Charging times are approximate. Times can vary due to temperature and battery conditions.

Mitsubishi Motors North America, Inc.
6400 Katella Ave., Cypress, CA 90630-0064

Color and Trim

I like having all these colors to choose from.



Diamond White Pearl



Diamond White Pearl
and Ocean Blue



Cool Silver



Raspberry



Labrador Black

ES Interior Trim



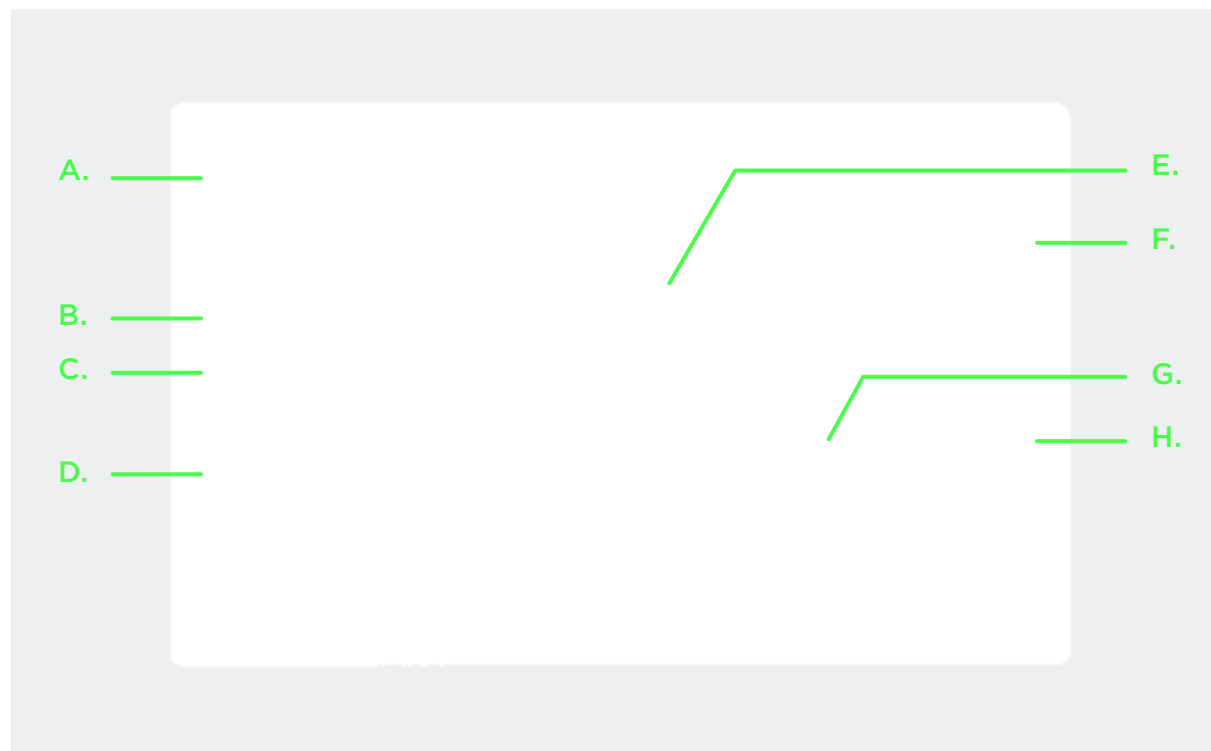
Black Fabric

SE Interior Trim



Dark Brown Fabric

Fuel economy and environment.



The annual fuel cost is based on two assumptions: an annual mileage of 15,000 miles and a projected electricity price.

E. Fuel Consumption Rate

This value tells you how many kilowatt-hours the vehicle would use to travel 100 miles. Like gallons per 100 miles, this kilowatt-hours per 100 miles relates directly to the amount of electricity used, and thus to cost. This is an estimated rate of consumption; any given vehicle may or may not be actually capable of traveling 100 miles on a fully charged battery.

F. Fuel Cost Savings

The label shows the estimated fuel cost over a five-year period for the vehicle compared to the average new vehicle. These estimates are based on 15,000 miles per year, for five years, and the projected fuel price for the year.

G. Fuel Economy and Greenhouse Gas Rating

The new label assigns each vehicle a rating from 1 (worst) to 10 (best) for fuel economy and greenhouse gas emissions.

H. Smog Rating

This is a rating for vehicle tailpipe emissions of those pollutants that cause smog and other local air pollution. The scale is based on the U.S. vehicle emissions standards.

The labels display miles per gallon of gasoline-equivalent (MPGe). Think of this as being similar to MPG, but instead of presenting miles per gallon of the vehicle's fuel type, it represents the number of miles the vehicle can go using a quantity of fuel with the same energy content as a gallon of gasoline. This allows a reasonable comparison between vehicles using different fuels.

Home Charging Inspection

To determine whether your home's electrical system is sufficient to charge the Mitsubishi i using the standard 120V cable, contact Best Buy's Geek Squad® to schedule a convenient home inspection. Simply call 1-888-219-6747 to make an appointment, or visit bestbuy.com for more information.



A. Fuel Economy

Combined fuel economy is a weighted average of City and Highway MPG values that is calculated by weighting the City value by 55% and the Highway value by 45%. Actual MPGe may vary.

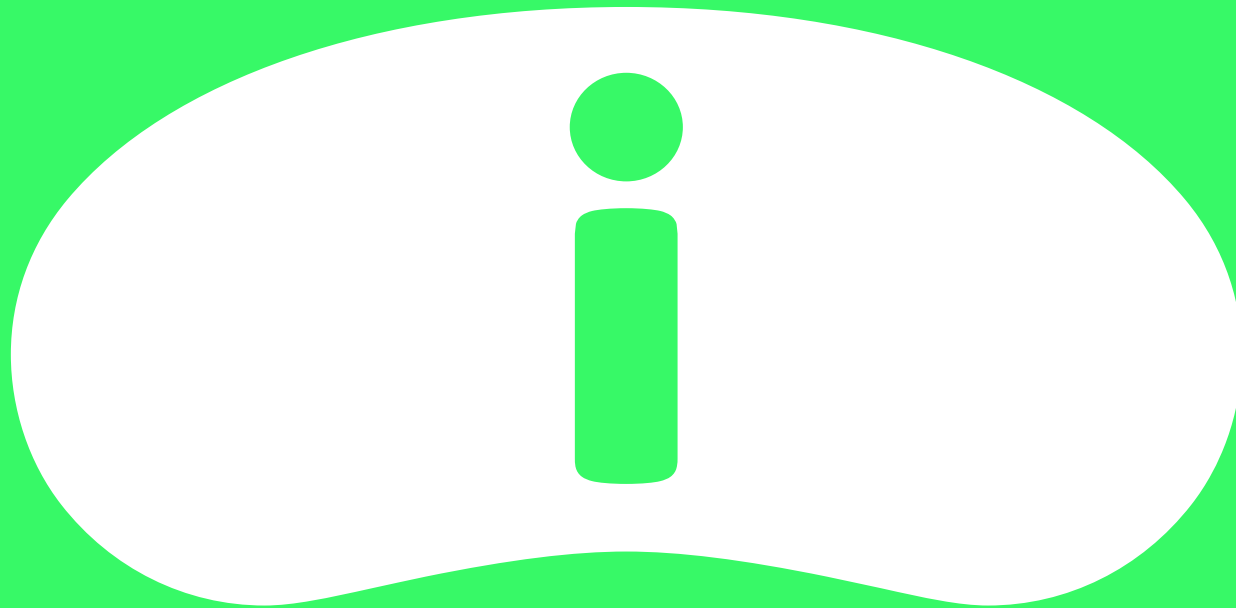
B. Driving Range

When the vehicle is fully charged, this value represents the approximate number of miles that can be travelled in combined city and highway driving before the vehicle must be recharged.

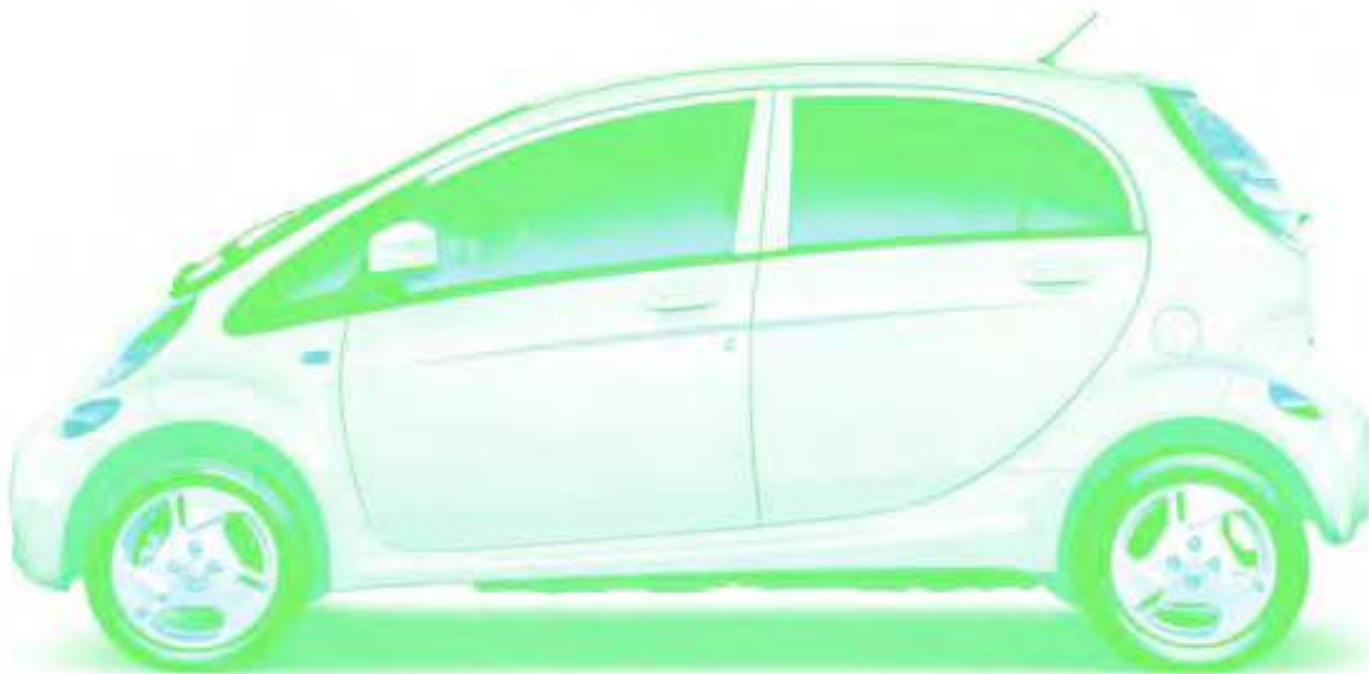
C. Charge Time

This indicates how long it takes to charge a fully empty battery using 240 volt electrical service.

D. Estimated Annual Fuel Cost



MiEV



At Mitsubishi, we believe not all drivers are created equal. So we build our vehicles for a different breed of driver, the fearless ones who take pride in what they drive, and refuse to drive more of the same. It's obvious to us that people who truly want distinctive styling and the latest technology see past the procession of bland imitations. We believe that every vehicle we make should stand for something. Something more than expected. And that's why we don't build Mitsubishi cars for stereotypes. We build them for you.

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NATLBRO-12-004

