

2012 Mitsubishi i-MiEV



100% electric. And we're not just talking about its power source.

Say hello to the all-new 2012 Mitsubishi i, the fully-electric EV that's as electric to drive as it is to charge. With zero on-road emissions and an astonishing 112 combined MPGe¹ (that's miles per gallon equivalent, the new EPA ranking system for electric and alternative energy vehicles), the Mitsubishi i was named "The Greenest Vehicle of 2012" by the ACEEE (American Council for an Energy-Efficient Economy). Think that's good news? It gets even better. Because at a price as low as \$21,625² after federal tax incentives, it's also the most affordable EV in America.



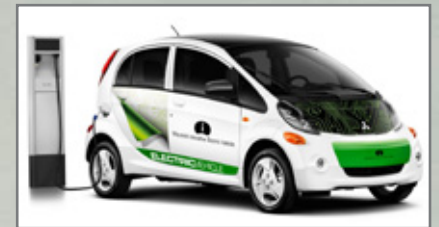
No tailpipe, zero on-road emissions



EPA-leading 112 MPGe¹



Ranked "Greenest Vehicle of 2012"
by ACEEE



Most affordable EV in America²

Being environmentally conscious has never been this much fun.

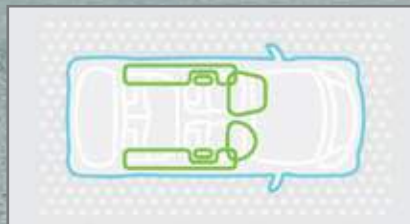
Hop in, put your foot down and discover surprising acceleration thanks to Mitsubishi innovative Electric Vehicle (MiEV) technology—our groundbreaking integrated management system that delivers an exhilarating blend of performance and economy. And to help keep more power on tap, the Mitsubishi i comes with a brake energy regeneration system that captures kinetic energy during deceleration to recharge the battery as you drive. Add to that the safety of an advanced airbag system³, the security of knowing your main drive lithium-ion battery is covered for 8 years or 100,000 miles, and the Mitsubishi i could be the ideal solution for those who want to drive as many green miles as possible.



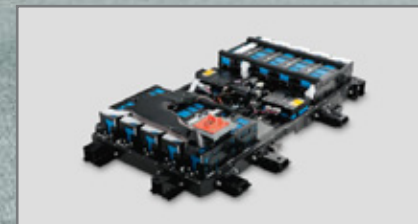
MiEV (Mitsubishi Innovating Electric Vehicle) technology



Brake energy regeneration system



Advanced six-airbag system³



8-year/100,000-mile main drive lithium-ion battery limited warranty

Three ways to charge: fast, faster, and fastest.

The Mitsubishi i's custom 16 kWh lithium-ion battery pack delivers responsive power, a long air-cooled life and convenient charging when you use the included Level 1 charging cable,⁴ which plugs into a standard 120V outlet and produces a full charge in about 22 hours. For faster charging, we recommend the optional home charging dock, which provides a full charge in just 7 hours. Plus, your Mitsubishi i can be equipped with an available public quick-charger port that connects to CHAdeMO Level 3 public chargers to deliver an 80% charge in as little as 30 minutes.



Custom Mitsubishi 16 kWh
battery pack



Standard Level 1 (120V) portable
charging cable⁴



Optional Level 2 (240V) EVSE
home charging dock



Available Level 3 (CHAdeMO)
public quick-charge port

Build your Mitsubishi i-MiEV

TRIM / SPECIFICATIONS / COLOR

Mitsubishi i-MiEV ES

As low as \$21,625¹

Net value, after tax savings²



- 120V portable charging cable
- Onboard recharging system with (Level 1) 120V or (Level 2) 240V charging capability.
- Advanced six-airbag³ system
- 3-mode shift selector

Mitsubishi i-MiEV SE

As low as \$23,625¹

Net value, after tax savings²



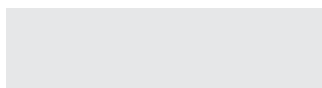
Includes all standard features plus:

- Upgraded Interior
- 360-Watt, 8-speaker deluxe audio
- 15" alloy Wheels
- Optimal Premium Package which includes HDD Navigation w/Real Time traffic, FUSE Hands Free Link System™ w/USB Port, DC Quick Charger Port and more.

EXTERIOR COLORS



Cool Silver
ES, SE



Diamond White Pearl
ES, SE



Raspberry
ES, SE



Labrador Black
ES, SE



Diamond White Pearl & Ocean
Blue Two-Tone⁵
SE

INTERIOR COLORS



Basic Black
ES



Premium Brown
SE

PACKAGES & ACCESSORIES

OPTIONS & PACKAGES	ES	SE
PREMIUM PACKAGE: 40GB HDD navigation system w/ music server & real-time traffic, FUSE Hands-free Link System™ with USB port, steering wheel audio controls, DC quick charge port, rearview camera system, battery warming system, heated side view mirrors	—	P
QUICK CHARGE PORT PACKAGE: DC quick charge port, battery warming system, heated side view mirrors	P	—
COLD ZONE PACKAGE: Battery warming system, heated side view mirrors	P	P
INTERIOR LED PACKAGE: Floor illumination (blue), room lamp	P	P
CARGO PACKAGE: Cargo net, reversible cargo mat	P	P
ACCESSORIES		
Cargo Package (Cargo net, Cargo Mat reversible)	P	P
Rear Park assist sensors	A	A
Side window wind deflectors	A	A
USB Adaptor Kit for i-Pod	A	—
Wheel locks	—	A
Foldable cargo tray	A	A
Fog lights w/day time running lights	A	—
Body side molding	A	A

S = Standard P = Factory Package — = Not available A = Accessory O = Option

Features and options subject to change without notice.

TRIMS & SPECS CONTINUED

MOTOR	ES	SE
Motor Type	AC synchronous permanent magnetic motor	
Horsepower / Torque	66 (49Kw) hp @ 3000-6000 rpm 145 lb-ft @ 0-300 rpm	
Maximum RPM	9900	9900
EPA-estimated MPGe (city/hwy/combined) ¹	126 / 99 / 112	126 / 99 / 112
Combined Range (EPA 5-cycle, official) ⁶	62 miles	62 miles
BATTERY		
Main Drive Battery Chemistry	Lithium-ion	
Energy (kWh)	16	16
Voltage (V)	330	330
Cooling System	Forced air ventilation	
Standard Home (120V) Charge Time	22 hours	22 hours
Optional Home (240V) EVSE Charging Dock Charge Time	7 hours	7 hours
Available Level 3 (CHAdeMO) Public Quick-Charge Port Charge Time	Optional (30 minutes to 80% charge)	
Battery heater for cold weather charging	Optional	Optional
TRANSMISSION		
Type	Single speed, fixed reduction gear	
SUSPENSION		
Front	McPherson strut	
Front stabilizer bar (mm)	21	21
Rear	3-link de Dion type	
STEERING		
Type	Rack-and-pinion, Electric Power Assist	
Turning circle, curb to curb (ft.)	30.8	30.8

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TRIMS & SPECS CONTINUED

BRAKES

	ES	SE
Front / Rear	Ventilated disc with regenerative braking system / drum	
Control System	4-sensor, 4-channel ABS with Electronic Brakeforce Distribution (EBD)	

WHEELS & TIRES

Tires	Dunlop Enasave 01 A/S (all-season)	
Wheels	15" steel	15" aluminum alloy

EXTERIOR DIMENSIONS

Wheelbase (in.)	100.4	100.4
Length (in.)	144.7	144.7
Width (in.)	62.4	62.4
Height (in.)	63.6	63.6
Track, front/rear (in.)	55.9 / 54.3	55.9 / 54.3
Curb weight (lbs.)	2,579	2,579

INTERIOR DIMENSIONS

Passenger Volume (cu. ft.)	84.7	84.7
Head Room, front/rear (in.)	35.6 / 34.3	35.6 / 34.3
Shoulder Room, front/rear (in.)	54.8 / 54.8	54.8 / 54.8
Hip Room, front/rear (in.)	49.4 / 47.8	49.4 / 47.8
Leg Room, front/rear (in.)	33.8 / 30.0	33.8 / 30.0
Cargo volume (cu. ft.) [w/ rear seats down]	13.2 [50.4]	13.2 [50.4]

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TRIMS & SPECS CONTINUED

PERFORMANCE	ES	SE
49 kW AC synchronous motor	S	S
330V, 16 kWh lithium-ion battery pack	S	S
On-board recharging system with Level 1 (120V) or Level 2 (240V) charging capability ⁴	S	S
DC quick charge port (Level 3)	P	P
3-mode MiEV shift selector (Drive, Eco, Brake)	S	S
15-inch steel wheels with full wheel covers and all-season, low rolling resistance tires	S	—
15-inch aluminum alloy wheels with all-season, low rolling resistance tires	—	S
Front McPherson strut and rear 3-link suspension	S	S
Center instrument display with Charge/Eco/Power meter	S	S
Regenerative braking system	S	S
EXTERIOR		
Auto off/on headlight control	—	S
Halogen projection headlights	S	S
Halogen fog lights with DRL function	—	S
LED rear combination tail lamps	S	S
Side fender running lamps	S	S
Charge door release	S	S
Rear window defroster	S	S
Front and rear intermittent wiper and washer	S	S
Roof-mounted radio antenna	S	S
Body color outer door handles	S	S
Body color power side view mirrors	S	S
MiEV side decals (only available on 2-tone blue/white)	—	P
Black door sashes (only available on 2-tone blue/white)	—	P

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TRIMS & SPECS CONTINUED

SAFETY & SECURITY	ES	SE
Advanced airbag ³ system with dual-stage supplemental front airbags	S	S
Driver and front-passenger seat-mounted side-impact supplemental airbags ³	S	S
Roof-mounted curtain side-impact supplemental airbags ³	S	S
4-wheel Anti-Lock Braking System (ABS) ⁷	S	S
Electronic Brake-force Distribution (EBD)	S	S
Active Stability Control (ASC) ⁷ 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
Brake Assist (BA)	S	S
Brake override system	S	S
LATCH System (Lower Anchors and Tethers for Children)	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 Alert System (AVAS) for pedestrians	S	S
Vehicle Immobilizer System	S	S
Vehicle Security System	S	S
Low Battery Warning Indicator	S	S

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TRIMS & SPECS CONTINUED

COMFORT & CONVENIENCE	ES	GT
On-board recharging system with Level 1 120V or Level 2 240V charging capability	S	S
120V (8 Amp) portable charging cable ⁴	S	S
Electric manual air conditioning with micron filter	S	S
Electric compressor cabin heater	S	S
Leather wrap steering wheel and shift knob	—	S
Front map lamps	S	S
Rear dome lamp	S	S
Rear cargo lamp	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
Glove box	S	S
Floor mats	S	S
Silver interior accents	—	S
2-tone instrument panel (Premium Brown)	—	S
Door trim with cloth insert	—	S

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WARRANTY

8 YEAR/100,000 MILE MAIN DRIVE

MAIN DRIVE BATTERY LIMITED
WARRANTY

5 YEAR/60,000 MILE

POWERTRAIN LIMITED WARRANTY

3 YEAR/36,000 MILE

BASIC NEW VEHICLE LIMITED
WARRANTY

3 YEAR/36,000 MILE

ROADSIDE ASSISTANCE

We're so confident in the quality, reliability and durability of the Mitsubishi i that we back it with extensive warranties designed to give you thousands of miles of worry-free driving. This list is headed by an 8-year/100,000 mile limited warranty for the main drive lithium-ion battery pack, as well as a 5-year/60,000-mile Powertrain Limited Warranty, a 3 year/36,000 mile Basic New Vehicle Limited Warranty and a 3-year/36,000 mile Roadside Assistance.⁸ All coverage terms are transferable to subsequent owners.

Additionally, you're eligible for one complimentary out of energy tow per year for three years if you drain the battery while on the road. Because peace of mind is knowing that we're looking out for you. Today, tomorrow, and long into the future.

Technical data, equipment pricing and options shown are based on the latest information available at the time of printing and are subject to change without notice. Colors may vary due to the printing process. Exterior and interior lights on vehicles shown may be illuminated for illustration purposes only. Vehicles are shown with optional equipment. Not all equipment is available on every model. For complete details about equipment configuration and Mitsubishi Genuine Accessories, please contact your Mitsubishi retailer.

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LEGAL

¹ Based on 2012 EPA Annual Fuel Economy Guide mileage estimates for electric vehicles. Actual mileage equivalents may vary.

² The Mitsubishi i is the most affordable electric vehicle in America. And with a federal tax incentive, it's even more affordable. ES TRIM: \$29,125 MSRP - \$7,500 federal tax credit = \$21,625 after tax credit. SE TRIM: \$31,125 MSRP - \$7,500 federal tax credit = \$23,625 after tax credit. Manufacturer's Suggested Retail Price. Excludes destination/handling, tax, title, license etc. Retailer price, terms and vehicle availability may vary. See your Mitsubishi retailer for details. Destination/handling charges for Mitsubishi i \$850; Alaska/Hawaii \$975. Tax savings subject to rules and availability. Taxpayer must incur federal tax liability to receive full benefit. Consult your tax professional. Actual prices set by retailer.

³ Airbags are part of a Supplemental Restraint System (SRS). To decrease the risk of injury from a deploying airbag, always wear your seatbelt, sit upright in the middle of the seat and do not lean against the door. Always place children 12 and under in the rear seat and use appropriate child restraints. Never place a rear facing infant restraint in the front seat. See your owner's manual and instructions provided with your child restraint for additional information.

⁴ Before your first charge, we require a site inspection of your garage to ensure that your electrical infrastructure is adequate and that you have a dedicated 15A outlet.

⁵ \$300 MSRP extra charge for 2-tone.

⁶ Based upon various EPA testing methods using different driving conditions and climate controls; the EPA rated the Mitsubishi i with a driving range of 62 miles per charge. Actual range will vary depending on driving/charging habits, speed, conditions, weather, temperature, use of A/C and heater and battery age. Gradual loss of battery capacity will result with time and use.

⁷ Safety is a two-way street. It requires your attention and cooperation. Please remember to fasten your safety belt, drive responsibly and obey all traffic laws.

⁸ All coverage terms are from the original in-service date. See retailer for limited warranty and roadside assistance terms and conditions.