We are Mitsubishi. We build quality cars. Yet we also offer something more. Because while a car should answer your needs, it should also stir your emotions. Like it or not, cars are a window through which the world views us. Through that window we can appear dull and lifeless—sensible to the point of boring. Or we can show the world that our hearts beat strong, and our minds are quick. Mitsubishi takes pride in building cars that ignite the vital spark which often lies sleeping just beneath the surface in each of us. Cars that challenge us to wake up and drive.

For over forty years, we've put thoughtful engineering to the test on the international rally circuit. In addition to the obvious thrill of winning, competing against our peers helps us develop and refine new ideas. Ideas that find their way into all our vehicles. Ideas that look good sitting in your driveway.

We are Mitsubishi. We build quality cars. Yet we also offer something more. Because while a car should answer your needs, it should also stir your emotions. Like it or not, cars are a window through which the world views us. Through that window we can appear dull and lifeless—sensible to the point of boring. Or we can show the world that our hearts beat strong, and our minds are quick. Mitsubishi takes pride in building cars that ignite the vital spark which often lies sleeping just beneath the surface in each of us. Cars that challenge us to wake up and drive.
From the moment you lay your eyes on the 2003 Lancer, you’ll know it’s fighting above its weight class. Decked out with an embarrassing number of standard options, it isn’t hard to see why this vehicle hates to be mentioned with other cars in its category. The ’03 Lancer. If it had a shoulder, there’d be a chip on it.

Not all features standard on every Lancer model. See specifications for details on optional equipment and accessories.
The style section. Unlike a lot of other cars in its category, the Lancer actually warrants one. Need proof? The tinted glass, power sunroof, roof-mounted antenna and optional spoiler are happy to act as exhibits A through D. Still skeptical? You won’t be after taking in the Lancer’s overall sleek, refined body style. Combine this with the tailored look of the clean, creased side panels and you’re going to find yourself looking back over your shoulder more times than a snitch in a mob trial.

mitsubishicars.com/styling
THINK OF YOURSELF AS ITS ACTION FIGURE

SPORTING A WORLD-CLASS CHASSIS THAT SPAWNED THE LEGENDARY LANCER EVOLUTION, THIS CAR KEEPS A GRIN ON YOUR FACE BOTH BEHIND THE WHEEL AND IN FRONT OF THE MIRROR. A HIGH-TORQUING 2.0L ENGINE, RACK-AND-PINION STEERING AND 4-WHEEL INDEPENDENT SUSPENSION MAKE SURE OF THAT. IN FACT, IN ADDITION TO THE 5-SPEED MANUAL, THE LANCER OFFERS AN ADAPTIVE SHIFT CONTROL AUTOMATIC TRANSMISSION. IT LEARNS INDIVIDUAL ACCELERATION HABITS, THEN SHIFTS GEARS TO ACCOMMODATE YOUR DRIVING STYLE. IF THAT Weren'T ENOUGH, THIS CAR ALSO BOASTS A STAINLESS STEEL EXHAUST SYSTEM AND HAS ACHIEVED ULTRA LOW EMISSIONS VEHICLE STANDARDS. * CONSIDERING ALL THAT THIS CAR HAS TO OFFER, YOU'LL UNDERSTAND WHY THE 2003 LANCER HAS A HARD TIME MAKING SMALL TALK WITH ITS PEERS.

PERFORMANCE

SPORTING A WORLD-CLASS CHASSIS THAT SPAWNED THE LEGENDARY LANCER EVOLUTION, THIS CAR KEEPS A GRIN ON YOUR FACE BOTH BEHIND THE WHEEL AND IN FRONT OF THE MIRROR. A HIGH-TORQUING 2.0L ENGINE, RACK-AND-PINION STEERING AND 4-WHEEL INDEPENDENT SUSPENSION MAKE SURE OF THAT. IN FACT, IN ADDITION TO THE 5-SPEED MANUAL, THE LANCER OFFERS AN ADAPTIVE SHIFT CONTROL AUTOMATIC TRANSMISSION. IT LEARNS INDIVIDUAL ACCELERATION HABITS, THEN SHIFTS GEARS TO ACCOMMODATE YOUR DRIVING STYLE. IF THAT Weren'T ENOUGH, THIS CAR ALSO BOASTS A STAINLESS STEEL EXHAUST SYSTEM AND HAS ACHIEVED ULTRA LOW EMISSIONS VEHICLE STANDARDS. * CONSIDERING ALL THAT THIS CAR HAS TO OFFER, YOU'LL UNDERSTAND WHY THE 2003 LANCER HAS A HARD TIME MAKING SMALL TALK WITH ITS PEERS.

*Not all features standard on every Lancer model. See specifications for details on optional equipment and accessories.
*California specification vehicle only.
With this vehicle’s cabin space, you’ll close the door, but you might not believe you’re inside. Especially when your undercarriage finds itself seated in an 8-way adjustable driver’s seat. But don’t get too high and mighty; you’re not the only one with a good view. Rear, theater-style inclined seating lets all your passengers vie for bystander attention. And a wide door opening allows them to pile in easily without the mastery of some forgotten yoga.

But make no mistake. Once you’re inside, the air conditioning, cruise control, power door locks, power windows and folding power mirrors ensure you are the undisputed master of the interior. Any dissenters? Let them voice their concerns against the six-speaker in-dash CD system. Forget about your friends questioning who’s in the driver’s seat. With features like 60/40 rear fold-down seats, auto-off headlights and dimming interior lights, you might be searching for your reflection in the dual vanity mirrors to keep from doubting it yourself.

mitsubishicars.com/interior

Not all features standard on every Lancer model. See specifications for details on optional equipment and accessories.
### SECURITY

Just when you think you’ve exhausted all the features this car has to offer, it hides a few extras where nobody can see them. Take for instance the neatly tucked away LATCH child seat system, dual front air bags and available child safety locks. The optional anti-lock brakes are well concealed too. But don’t take it personally, they’re just busy doing their job. Designed to help provide greater protection in a collision, the RISE chassis is aided by steel side-impact door beams and energy-absorbing crumple zones. In fact, this frame is so resilient that we use it on our Lancer Evolution rally car.

Providing greater protection in a collision, the RISE chassis is aided by steel side-impact door beams and energy-absorbing crumple zones. In fact, this frame is so resilient that we use it on our Lancer Evolution rally car. You might ask how can an affordable car support so many safety features? However, a better question might be, how can any car afford not to?

### FEATURES LIKE THESE OUGHT TO BE WRAPPED.

It’s the extras that come standard on all ’03 Mitsubishi cars. After all, the 2003 Lancer is designed to make you want to drive. Transportation is more than just getting from A to B. Things happen in between. It’s a little thing called “driving.” It’s where what you drive and who you are share a spot on the road. It’s where a vehicle should provide the amenities needed to bridge the gap between what you want and what you need.

### EPA FUEL USE

EPA fuel estimates to be used as a standardized comparison with other vehicles. Your mileage may vary depending on your driving style and environmental conditions.

### OPTIONS

<table>
<thead>
<tr>
<th>CONVENIENCE PACKAGE for ES</th>
<th>FACTORY OPTION for Lancer OZ-RALLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Briley adjustable driver’s seat</td>
<td>- One-touch power sunroof</td>
</tr>
<tr>
<td>- Dual front side air bags 1</td>
<td>- Remote keyless entry</td>
</tr>
<tr>
<td>- Dual front air bags</td>
<td></td>
</tr>
<tr>
<td>- Power-assisted rack-and-pinion steering</td>
<td></td>
</tr>
<tr>
<td>- 4-wheel independent suspension</td>
<td></td>
</tr>
<tr>
<td>- Child safety locks</td>
<td></td>
</tr>
<tr>
<td>- Front-wheel drive</td>
<td></td>
</tr>
</tbody>
</table>

### FUEL USE

<table>
<thead>
<tr>
<th>4-speed auto transmission</th>
<th>5-speed manual transmission</th>
</tr>
</thead>
<tbody>
<tr>
<td>24/31 (city/highway)</td>
<td>27/33 (city/highway)</td>
</tr>
</tbody>
</table>

### POWERTRAIN

- Mitsubishi 4-cyl engine
- Automatic transmission
- Manual transmission
- 1.8L 16-valve engine

### LANCER ES

- Power-assisted rack-and-pinion steering
- 4-wheel independent suspension
- Height-adjustable steering column
- Height-adjustable driver’s seat
- Remote keyless entry
- One-touch power sunroof
- ABS brakes
- Power sideview mirrors
- Power windows and door locks

### LANCER LS

- 15” alloy wheels
- 4-speed automatic transmission
- 6-speed manual transmission
- Steel side-guard door beams
- Height-adjustable front safety belts
- 60/40 split rear seat + center armrest + cup holders
- Power rear deck lid
- Tinted glass
- Petrol tank (gal) 13.2

### LANCER O-Z RALLY

- Power sideview mirrors
- Liquid-filled engine mounts
- Remote keyless entry
- One-touch power sunroof
- Rear seat and use appropriate child restraints. Always buckle your safety belt. Keep 10” between the center of the foot well and the seat back to reduce the risk of injury to passengers in a rollover accident, including children. Always transport infants and children in the rear seat. Never choose a seat that requires a lap belt only.

---

**Ronald Woodruff**

Executive Vice President, Marketing, Mitsubishi Motor Sales of America, Inc., August 2002. The word “atmospheric” is sometimes used to reflect the presence of carbon dioxide and other “natural” long-lived greenhouse gases in the atmosphere. The reference states that the earth’s atmosphere is rich in carbon dioxide and other “natural” long-lived greenhouse gases.

**Ronald Woodruff**

Executive Vice President, Marketing, Mitsubishi Motor Sales of America, Inc., August 2002. The reference states that the earth’s atmosphere is rich in carbon dioxide and other “natural” long-lived greenhouse gases. The reference points out that there are other reasons why it is important to consider the global warming potential of greenhouse gases. Some experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Other experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Some experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation. Other experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation.

**Ronald Woodruff**

Executive Vice President, Marketing, Mitsubishi Motor Sales of America, Inc., August 2002. The reference states that the earth’s atmosphere is rich in carbon dioxide and other “natural” long-lived greenhouse gases. The reference points out that there are other reasons why it is important to consider the global warming potential of greenhouse gases. Some experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Other experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Some experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation. Other experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation.

---

**Ronald Woodruff**

Executive Vice President, Marketing, Mitsubishi Motor Sales of America, Inc., August 2002. The reference states that the earth’s atmosphere is rich in carbon dioxide and other “natural” long-lived greenhouse gases. The reference points out that there are other reasons why it is important to consider the global warming potential of greenhouse gases. Some experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Other experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Some experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation. Other experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation.

**Ronald Woodruff**

Executive Vice President, Marketing, Mitsubishi Motor Sales of America, Inc., August 2002. The reference states that the earth’s atmosphere is rich in carbon dioxide and other “natural” long-lived greenhouse gases. The reference points out that there are other reasons why it is important to consider the global warming potential of greenhouse gases. Some experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Other experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Some experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation. Other experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation.

---

**Ronald Woodruff**

Executive Vice President, Marketing, Mitsubishi Motor Sales of America, Inc., August 2002. The reference states that the earth’s atmosphere is rich in carbon dioxide and other “natural” long-lived greenhouse gases. The reference points out that there are other reasons why it is important to consider the global warming potential of greenhouse gases. Some experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Other experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Some experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation. Other experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation.

---

**Ronald Woodruff**

Executive Vice President, Marketing, Mitsubishi Motor Sales of America, Inc., August 2002. The reference states that the earth’s atmosphere is rich in carbon dioxide and other “natural” long-lived greenhouse gases. The reference points out that there are other reasons why it is important to consider the global warming potential of greenhouse gases. Some experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Other experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Some experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation. Other experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation.

---

**Ronald Woodruff**

Executive Vice President, Marketing, Mitsubishi Motor Sales of America, Inc., August 2002. The reference states that the earth’s atmosphere is rich in carbon dioxide and other “natural” long-lived greenhouse gases. The reference points out that there are other reasons why it is important to consider the global warming potential of greenhouse gases. Some experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Other experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Some experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation. Other experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation.

---

**Ronald Woodruff**

Executive Vice President, Marketing, Mitsubishi Motor Sales of America, Inc., August 2002. The reference states that the earth’s atmosphere is rich in carbon dioxide and other “natural” long-lived greenhouse gases. The reference points out that there are other reasons why it is important to consider the global warming potential of greenhouse gases. Some experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Other experts believe that the rise of greenhouse gases is driven by the rapid increase in the global population and the increasing use of fossil fuels for energy generation. Some experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation. Other experts believe that the rise of greenhouse gases is the result of human activities such as deforestation and soil degradation.
After all, why should the spoiler get all the fun. We’re offering more than 20 exterior paint schemes, from the cool to the classic. And 10 interiors, from the simple to the sophisticated. We’ve even got a lot of new features, like the optional sunroof. So you can make your 2003 Mitsubishi your own. And since the 2003 Mitsubishi comes with a 3-year/36,000-mile limited warranty, you can drive it with confidence. And if you need help with financing, we’ve got leasing and financing programs available 24 hours a day, 365 days a year. So stop by your Mitsubishi dealer today. They’ll be happy to show you all the features of the 2003 Mitsubishi. And don’t forget to ask about our DIAMOND CARESM Protection Plans. They’ll keep your Mitsubishi in top condition, no matter what the weather brings. So don’t wait. Visit your Mitsubishi dealer today and get your 2003 Mitsubishi today!