YOU SHOULDN’T HAVE TO
CHECK YOUR PULSE
TO SEE IF YOU’RE DRIVING

NAPTIME IS OVER. MEET THE ALL-NEW 2008 MITSUBISHI LANCER, A SPORTS SEDAN DESIGNED TO RESUSCITATE YOUR DRIVING LIFE. BUILT ON GENERATIONS OF MOTORSPORTS HERITAGE, LANCER WAS FORGED IN COMPETITION – YET ITS ROAD MANNERS ARE REFINED. BENEATH THE ATHLETIC CONTOURS, ITS RIGID BODY LENDS AGILITY. WHILE INSIDE, LANCER IS ENTIRELY ACCOMMODATING. IT’S THE MOST EXCITING SPORTS SEDAN IN ITS CLASS AND SURE TO PUT YOUR HEART RATE WHERE IT SHOULD BE.
Lancer ES with optional equipment.
YOU MAY NOT SEE IT FROM THE OUTSIDE FOR A WHILE

You might be content to just sit and stare at Lancer’s sculpted exterior – the chiseled lines through its midsection, the aggressive, shark-like front end, the headlamps that impart a piercing intensity – but it’s not just visually striking; it’s aerodynamically efficient as well. To be sure, this is a sports sedan of uncommon character. But as striking as it is on the outside, it’s even better looking with you behind the wheel.

FUNCTIONAL, CLASS-UP STYLING DETAILS

Mitsubishi prototypes, like Prototype X, aren’t just showpieces – they reveal innovative technology and styling before they hit the street. Narrow, clear-lens headlamps, for example, aren’t just sharp looking, they provide efficient, focused illumination. The swept-forward hood and front bumper provide smooth airflow over and under the car for high-speed stability and fuel economy. Distinctive, high-mounted tail lights are handsome and highly visible. And accents like a rear spoiler and 18-inch alloy wheels aren’t only sporty, they improve performance.
MEET YOUR PERFORMANCE INTERFACE
The available Rockford Fosgate® performance audio system includes SIRIUS® Satellite Radio* with six months of pre-paid service. With over 130 channels of programming, including 69 commercial-free music channels, you’re bound to find the perfect soundtrack for the perfect road.

* © SIRIUS Satellite Radio Inc. ‘SIRIUS’, the SIRIUS dog logo and related marks are trademarks of SIRIUS Satellite Radio Inc.

Lancer has the smarts to match its great looks and excellent performance. An available 30-gigabyte hard disc navigation system with touch screen offers a multitude of innovative features – like map storage that uses the hard disc drive instead of a DVD for ultra-fast data access. It also includes a DVD player and a multi-format music system with six gigabytes (up to 1,200 songs) of dedicated music storage. And why not? A ride this nice deserves a proper soundtrack.

Lancer GTS can be equipped with Mitsubishi’s Freehand Advanced Security Transmitter-key (FAST) system. When the keys are put in, the ignition is on, and start the car in a twist. The whole time the keys can be kept conveniently tucked away in your pocket or purse. This rockin’ available performance sound system is not just loud – it’s refined. The nine Rockford Fosgate® speakers in seven locations (including a 10-inch long-throw PUNCH® subwoofer) are driven by a 650-watt amplifier with a Digital Signal Processor for control of deep bass and crashing cymbals. Stiff inner door panels and precisely-designed speaker housings accentuate the system’s sound quality.

The available Bluetooth® hands-free cellular phone interface with voice recognition lets you stay connected. After setting up a phone, you can place calls, answer them, and even look up phone numbers and even dial them without moving your hands from the steering wheel. Lancer's available navigation and music server and more.

FAST-KEY

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PADDLE SHIFTERS

Lightweight, racing-inspired magnesium paddle shifters on Lancer’s GTS are for more than just show. In Sportronic® 6-step shifting mode, pull the right one to upshift the CVT transmission and the left to downshift.

STEERING WHEEL-MOUNTED AUDIO CONTROLS

Audio controls mount neatly in the steering wheel spokes on ES and GTS models, allowing the user to change audio settings without taking their hands off the steering wheel.

CRUISE CONTROL

Standard on ES and GTS, Lancer’s cruise control also finds a home near your hands. With stalks on both, audio controls, and cruise control in all, you’ll enjoy a long drive without the need to reach for the steering wheel. Mitsubishi FAST-Key (Freehand Advanced Security Transmitter-key) system.

This available Bluetooth® hands-free cellular phone interface with voice recognition is the perfect soundtrack for the perfect road.
DOUBLE-SEALED DOORS
Lancer’s doors keep the outside world – and outside noise – at bay, with two seals around each opening instead of one. It’s a little thing, but it makes a big difference.

AUTOMATIC CLIMATE CONTROL
This one’s just right. Lancer GTS comes standard with automatic climate control so you can concentrate on the drive – not the temperature. The system automatically adjusts temperature, fan speed and air source, so you don’t have to.

FEELS LIKE YOUR FIRST DRIVE
From the moment you acquaint yourself with Lancer’s interior, you’ll be taken in. Its clean and spacious layout has a gratifying, upscale feel. As well it should – high-quality materials have been employed throughout. Tight finish tolerances and innovative design contribute to a quiet environment. The controls are precisely designed and well-located. On GTS, firm sport bucket seats are bolstered for performance driving and available with 6-way adjustability for the driver. With so many thoughtful features, you’ll feel like the Lancer was made just for you. It was.
Lancer ES with optional equipment.
ENGINEERED TO RAISE YOUR PULSE

Powering Lancer is a standard 2.0-liter DOHC Mitsubishi Innovative Valve-timing Electronic Control (MIVEC) engine featuring an aluminum block. This advanced design results in a power plant that is both lightweight and powerful. Coupled to an available Continuously Variable Transmission (CVT) that keeps the engine near its level of peak efficiency, the powertrain achieves excellent fuel economy as well as smooth, quiet operation.

TORQUE & HORSEPOWER

How does 152 horsepower from 2.0 liters sound? Almost as good as selecting that torque from the same engine! Most of that torque is available right away, so you don’t have to wait to experience Lancer’s outstanding performance.

*143 horsepower and 143 lb-ft of torque for PZEV engines sold in California and other low-emissions states.

RALLY DNA

When we talk about Lancer’s performance, it isn’t just idle chatter. The rally-inspired Lancer and Lancer Evolution have played a large role in our proud motorsports history. A perennial winner on the FIA World Rally Championship circuit, the Lancer Evolution continues to drive automotive innovation. And every time we win on the track, you win too. Because many of the advancements we make in competition, we take into production.
A sports sedan that holds a curve is a sight to behold, and just what we envisioned for the all-new Lancer. We gave it a rigid body, providing enormous torsional strength. We gave it a suspension to match, with MacPherson struts up front and an independent multi-link system in the rear. The result is level handling in the corners and reassuring ride comfort – not to mention added durability. This Lancer is not about to let the forces of nature push it around.

**SPORT-TUNED SUSPENSION**

Lancer’s suspension was developed with handling and performance in mind. It has a front and rear suspension that’s as effective as it is light–MacPherson struts up front and independent links out back help keep the wheels going right where you want them.

**RIGID BODY AND SUBFRAMES**

A flat front subframe resists flex-inducing forces, which helps the wheels keep their precise relationship to the body for improved handling. This also allows the suspension to do its job: keep the car and passengers out of harm’s way.

**ABS WITH EBD**

Both brakes and steering are important for optimal performance, so we give Lancer an available Anti-lock Braking System with Electronic Brake-force Distribution (EBD). EBD electronically adjusts the braking force between the front and rear axles to help reduce stopping distance, and the ABS helps prevent individual wheel lock-ups under hard braking. This combination helps the driver maintain control and steer out of trouble.

A BEAUTIFUL THING

Lancer GTS with optional equipment.
Lancer’s safety design and stiffness both come from Mitsubishi’s RISE unibody design. The RISE body utilizes high-tensile strength steel in strategic locations to increase stiffness. It also disperses energy loads during side and rear crash impacts, enhancing occupant protection and helping to protect the fuel system’s integrity.

Lancer’s front seats are designed to help reduce whiplash injuries resulting from certain rear-end collisions. The head rests, seat backs and seat frames are all optimized to help protect occupants in these collisions.

Driver and front passenger seat belts are attached to the body via pretensioners and force limiters that combine to help protect occupants in certain moderate to severe collisions. Force limiters help reduce the force applied to the driver and front seat passenger during an accident.

Driver’s knee airbags* are part of a Supplemental Restraint System (SRS). To decrease the risk of injury from deploying airbags, always wear your seat belt, sit upright in the middle of the seat, and never lean against the door. Always place infant seats in the rear seat position. Never place a rear-facing infant restraint in the front seat. Always use appropriate child restraints for your child’s age and size. See your Owner’s Manual and instructions provided with your child restraint for additional information.

Among Lancer’s many capabilities is a readiness to perform when faced with the unexpected. All Lancer models come standard with an advanced Supplemental Restraint System (SRS) featuring seven total airbags: two front, two seat-mounted side, roof-mounted side curtains and first-in-class driver’s knee airbag.* In addition, the 2008 Lancer is built around our Reinforced Impact Safety Evolution (RISE) unibody.

Among compact sedans, Lancer is the first to come equipped with a standard driver’s side knee airbag. In certain frontal collisions, it helps prevent injury by stabilizing the legs and lower body of the driver.

*Airbags are part of a Supplemental Restraint System (SRS). To decrease the risk of injury from deploying airbags, always wear your seat belt, sit upright in the middle of the seat, and never lean against the door. Always place infant seats in the rear seat position and keep out of reach of children. Always place rear-facing infant restraint in the rear seat. Never place an infant seat in the front seat. See your Owner’s Manual and instructions provided with your child restraint for additional information.

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**SEAT BELT PRETENSIONERS AND FORCE LIMITERS**

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<tr>
<th>SPECIFICATIONS</th>
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<th>GT5</th>
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<tr>
<td><strong>ENGINE</strong></td>
<td></td>
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<tr>
<td>Engine Type</td>
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<td>Valve train</td>
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BUILD YOUR OWN

SPORT-TUNED PERFORMANCE, FULLY EQUIPPED
Lancer GTS includes all ES standard features plus: Sportronic® 6-step shifting with magnesium steering wheel paddle shifters (CVT only); 18-inch alloy wheels; fog lights; rear spoiler and rear package; leather wrapped steering wheel and shift knob; sport front bucket seats; sports paddle shifter (CVT); 60/40-split rear seat; premium interior fabric; geometric print interior accents; graphite interior door handles; dual sunvisor vanity mirrors; automatic climate control; 6-speaker Altopoll® hands-free phone interface with voice recognition;

WELL EQUIPPED AND READY TO GO
Lancer ES includes all DE standard features plus: engine cover; 4-wheel disc brakes; front and rear stabilizer bar; 16-inch alloy wheels; chrome grille surround; color-keyed outside door handles and side view mirrors; carpeted floor mats; height-adjustable driver’s seat; 60/40-split rear seat; premium interior fabric; dark silver interior accents; map lights; ABS with EBD; air conditioning; rear-seat heating ducts; power door locks and keyless entry; steering wheel-mounted cruise control and audio controls;

FUN WITHOUT SACRIFICE
Lancer DE includes: 2.0-liter MIVEC engine; 5-speed manual or Continuously Variable Transmission (CVT); front stabilizer bar; 16-inch alloy wheels; chrome grille surround; color-keyed outside door handles and side view mirrors; carpeted floor mats; height-adjusted driver’s seat; 60/40-split rear seat; premium interior fabric; dark silver interior accents; map lights; ABS with EBD; air conditioning; rear-seat heating ducts; power door locks and keyless entry; steering wheel-mounted cruise control and audio controls;

COLORS

ACCESSORIES
Lancer's available accessories let you make it your own. Plus, when you buy Mitsubishi Genuine Accessories, you know they’ll fit right and work right. The following accessories are available from your Mitsubishi Retailer: HDD navigation system • 6-disc CD changer • SIRIUS® Satellite Radio • Bluetooth® hands-free phone interface • Aux audio input cable • Keyless entry • Rear view camera • Carputer® four maps • Aluminum wheel grids • Sunroof® air deflector • Rear roof spoiler • Fog lights • Front bumper extension • Side toy extensions • Rear view camera • Rear mudguards • Premium interior fabric • Side window air deflector • Sunroof® air deflector • License plate frame with logo • Wheel locks;
Every Mitsubishi is performance engineered to get your heart racing. But our passion for performance is deeper than sheet metal – it’s in our blood, in our DNA. It can be felt in every engine, exhaust note, suspension and transmission that goes into every car, SUV and truck we build. Whether you’re on a road trip with the windows down and the sound system up, driving to the market or commuting, we believe getting behind the wheel of a Mitsubishi vehicle should be the equivalent of being the only vehicle on the road. Because at Mitsubishi, we strive not only to build the world’s most high-performance vehicles, but also provide an exhilarating driving experience every time you turn the key.

ENGINEERING PASSION