The result of 39 years of research and development, the Mitsubishi i-MiEV is a revolutionary zero-emissions vehicle. This electric plug-in car is driven by a lightweight and highly efficient permanent magnet synchronous motor, delivering high torque at low rpms for an extremely quiet driving experience. The i-MiEV eliminates tailpipe emissions, and even when considering emissions from the power plant generating the electricity to charge it, the i-MiEV is responsible for only 30% of the CO₂ of a comparable gasoline minicar. Plus, the driving cost is about one third that of a gasoline vehicle—more when it’s charged during off-peak hours.

The revolutionary i-MiEV accepts three types of battery charging systems:
1) Standard 110v Household Outlet
2) Standard 220v L6-20R Outlet
3) Quick Charge System

**Highly Efficient Motor**
Propelling the i-MiEV is a lightweight and highly efficient permanent magnet synchronous motor. Much smaller than a gasoline engine, it delivers high torque at low rpms, and a sporty, extremely quiet driving experience.

**Coming Fall 2011**

Get Going Green.

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.

MITSUBISHICARS.COM / 1.888.MITSU2011
Drive More.

WITH SO MANY CAR COMPANIES CHURNING OUT SO MANY PARODY PRODUCTS, WE AT MITSUBISHI CHOOSE TO BE DIFFERENT. OF COURSE, WE BUILD OUR VEHICLES FOR A DIFFERENT BREED OF DRIVER, TOO. IT’S CLEAR TO US THAT PEOPLE WHO WANT DISTINGUISHABLE STYLING AND THE LATEST TECHNOLOGY SEE PAST THE PROCESSION OF BLAND IMITATIONS. A DRIVER WHO YEARNS FOR, SAY, THE MASTERY OF SUPER ALL-WHEEL CONTROL, ISN’T INTERESTED IN ANYTHING FROM A PARODY LINEUP.

AT MITSUBISHI, WE BELIEVE THAT EVERY VEHICLE WE MAKE SHOULD STAND FOR SOMETHING MORE THAN EXPECTED, AND THAT’S WHY, FROM THE BREATHTAKING LANCER EVOLUTION TO THE ACCOMMODATING ENDEAVOR, EVERY MITSUBISHI IS BUILT FOR THOSE WHO TAKE PRIDE IN WHAT THEY DRIVE, AND REFUSE TO DRIVE MORE OF THE SAME.
At Mitsubishi, we have a history of forward thinking. And our quality lineup for 2011 carries on that tradition with renewed excitement. From the latest electronics to high-performance innovations, our vehicles abound with the kind of leading-edge technologies and thoughtful extras that make Mitsubishi different.

Super All-Wheel Control
A series of advanced technologies orchestrated to work in harmony, S-AWC provides you with maximum traction regardless of road surface conditions.

FUSE Hands-free Link System™
Featuring Bluetooth® 2.0 technology, FUSE allows you voice-control interfacing with your phone and hands-free music playing from your iPod® or other MP3 player and USB devices.

Rockford Fosgate® Audio System
Rockford Fosgate® premium audio system offers up to 710 watts of power, programmable profiles, steering wheel controls and SIRIUS® Satellite Radio®.

The 40-gigabyte navigation system
The 40-gigabyte navigation system includes features like Real-Time Traffic, Diamond Lane Guidance™, and an entertainment system with DVD player and music server that holds up to 3,000 tunes.

Twin Clutch - SST
This "automated manual" transmission utilizes two clutches to achieve the efficiency of a manual gearbox while allowing smooth, ultrafast shifting.
Lancer
Rekindle the passion.

DISCOVER THE THRILL OF DRIVING ALL OVER AGAIN. LANCER’S SLY PERFORMANCE AND SLEEK PRESENCE ARE HARD ENOUGH TO RESIST, BUT ONCE YOU DISCOVER THE HARD-DISC NAVIGATION SYSTEM, FUSE HANDS-FREE TECHNOLOGY AND A ROCKFORD FOSGATE® PREMIUM AUDIO SYSTEM, YOU’LL BE READY FOR A LONG-DISTANCE RELATIONSHIP.

Efficient Strength
With Lancer, you get the choice of either a 2.0-liter or 2.4-liter engine. Both feature dual overhead cams and Mitsubishi Innovative Valve-Timing Control (MIVEC) for optimum power and fuel efficiency.

Awarded Safety
The Lancer is equipped with a variety of innovative safety systems that helped make it a Top Safety Pick with the Insurance Institute for Highway Safety (IIHS).

Lancer GTS in Rally Red
Lancer Evolution
Driving passion to obsession.

The astounding Lancer Evolution isn’t just a sportier Lancer. It’s an entirely re-engineered high-performance vehicle. Boasting a twin-scroll turbocharged engine, a twin clutch sportronic shift transmission and super all-wheel control, it can turn a daily commute into a driving compulsion.

Twin-Scroll Turbocharged Engine
Lancer Evolution’s powerful MIVEC engine features an all-aluminum block, dual overhead cams and an advanced intercooled twin-scroll turbocharger that boosts power to 291 horsepower @ 6,500 rpm and 300 lb-ft. of torque @ 4,000 rpm.

Ride Technology
Lancer Evolution MR achieves a smoother ride quality with the help of high-end components, such as BBS® alloy wheels, two-piece brake rotors, Bilstein® shocks and Eibach® springs.
In the remarkable Lancer Sportback, extra utility comes standard. Its fifth door reveals 52.7 cubic feet of cargo space* and provides easy loading. And with the handy 60/40 split rear seat, versatility is always along for the ride.

Magnesium Paddle Shifters
Available with our Continuously Variable Transmission (CVT) are rally-inspired magnesium paddle shifters that offer real hands-on performance. Simply pull the right paddle to upshift and the left paddle to downshift through six gear ratios.

European Style
A popular car feature in Europe, Lancer Sportback’s hatchback-style fifth door makes accessing the roomy cargo bay a snap. Très bien!

* With rear seats folded flat
Lancer Ralliart
Get your attitude on track.

FOR THOSE WITH A FLAIR FOR RALLY STYLE, WE OFFER THE RACE-INSPIRED LANCER RALLIART. WITH A 237-HORSEPOWER TURBOCHARGED ENGINE, PERFORMANCE TUNED SUSPENSION, AN ALUMINUM HOOD AND ALL-WHEEL CONTROL, IT’LL PUT YOU IN A FAST-TRACK FRAME OF MIND.

Ralliart Heritage
For nearly 50 years, Mitsubishi has been at the forefront of motor sports competition. Our perennial success on the World Rally Championship racing circuit is legendary. Lancer Ralliart embodies the spirit of this proud tradition.

Turbocharged Torque
The power within Lancer Ralliart springs from a 2.0-liter single-scroll turbocharged engine producing 237-horsepower @ 6,000 rpm. Plus, a mighty 253 lb.-ft. of torque is on tap from 2,500 rpm through 4,750 rpm. To handle this extra power, Ralliart gets a larger front stabilizer bar and firmer springs and dampers.
Outlander Sport
A fresh take on versatility.

Put a new spin on your active lifestyle with the all-new Outlander Sport. This hot new crossover is loaded with exciting features like a fuse hands-free link system; all-wheel control, brake energy regeneration, electric power steering, and a spectacular panoramic glass roof.

18-inch Alloy Wheels
Outlander Sport’s assertive exterior style is made even more striking with the addition of available enhancements, such as these sharp 18-inch alloy wheels.

Panoramic Glass Roof
By day, the panoramic glass roof creates a fresh, open-air feeling throughout the interior. By night, the roof’s LED mood lighting sets the tone for endless evening drive possibilities.

Outlander Sport SE with Premium Package in Laguna Blue
Outlander
Realize your full capacity

DISCOVER WHAT’S POSSIBLE IN A SPACIOUS OUTLANDER. BOASTING 72.6 CUBIC FEET OF SPACE AND AVAILABLE 3RD-ROW SEATINGS, OUTLANDER LETS YOU BRING MORE — AND DO MORE. PLUS, SUPER ALL-WHEEL CONTROL HELPS MAKE IT A TOP SAFETY PICK WITH THE INSURANCE INSTITUTE FOR HIGHWAY SAFETY.

Rain-Sensing Wipers
This automatic system helps keep visibility clear during changing precipitation conditions. An infrared sensor sends light through the windshield glass and determines wiper frequency and speed by the amount of light reflected back.

Flap-Fold Tailgate
Outlander features the only two-piece flap-fold tailgate in its class. It not only makes for easy loading, it also doubles as a bench for outdoor activities, handling up to 400 pounds.

Outlander XLS in Gunmetal Brown
Available Rear-View Camera

With visibility compromised, backing up a vehicle is always a safety concern. Eclipse’s rear-view camera provides added assurance by sending an image of the area directly behind the vehicle to a monitor embedded in the rear-view mirror.

HID Headlamps

Eclipse’s High-intensity Discharge (HID) headlamps are brighter than normal headlamps and emit a beam that more closely mimics the light of the sun, making for better definition and less eye fatigue.

Eclipse GS Sport in Northstar White

Eclipse Coupe
Reveal your exotic side.

THE ECLIPSE COUPE WITH ITS UNMISTAKABLE SPORT STYLINGS WILL TURN HEADS ON BOTH BACK ROADS AND BOULEVARDS ALIKE. BUT IT’S MORE THAN JUST A LOOKER. BRISTLING WITH FEATURES LIKE A PREMIUM ROCKFORD FOSGATE® AUDIO SYSTEM, THE ECLIPSE COUPE IS LOADED WITH HIGH-TECH AMENITIES.
Eclipse Spyder
Thrilling from the top down.

THE EXCITING ECLIPSE SPYDER COMES WITH SUN ON TAP. WHEN THE TOP IS UP, THE MULTI-LAYERED CLOTH CONSTRUCTION HELPS KEEP THE INTERIOR QUIET. YET, IT’S SURPRISINGLY QUIET WITH THE TOP DOWN, TOO. FOLDED AWAY, THE TOP IS COVERED BY A HARD-SHELL TONNEAU COVER FOR A SLEEK MOTGING EXPERIENCE.

Top Down Sounds
Eclipse Spyder is equipped with a premium Rockford Fosgate® audio system that features an 8-inch subwoofer. The bottom-end boost helps your music in the open-air listening environment.

Cloth Convertible Top
Sunny skies are just a push button away. Amazingly, the convertible roof goes from top up to tucked away in less than 20 seconds. It could be the ultimate attitude adjustment.

Eclipse Spyder GT in Rave Red
Galant

Comfort shouldn’t be a luxury.

Galant’s plush and roomy interior might come as a surprise, considering its comfortable price. Amenities include heated seats, a touch screen navigation system with rear-view camera and a premium Rockford® Acoustic Design audio system, with the low emissions of a 2.4-liter Partial Zero Emission Vehicle (PZEV®) engine and 30 mpg, comfort is also guilt-free.

Rear-View Camera
Galant’s convenient rear-view camera provides a measure of assurance when backing up. The navigation screen displays an image of the area directly behind the vehicle.

18-inch Alloy Wheels
Add a note of sporty style to Galant comfort with these sharp 18-inch alloy wheels.

Galant SE in Rave Red
Endeavor

Ample room for possibilities.

As a midsize SUV, the spacious Endeavor offers full-size accommodations. Equipped with a Rockford® Acoustic Design audio system, an advanced navigation system with rear-view camera and loads of cargo space, it always keeps your options open.

V6 Power
With the strength of a V6 engine and the confident handling of All-Wheel Control, the impressive Endeavor puts you in full command.

Cargo Volume
When the road trip calls for gear, the obliging Endeavor is at the ready with over 76 cubic feet of cargo space.