

i MiEV



A very clever way forward

At Mitsubishi Motors we've transformed the way we think. Our goal is to become a world leader in the reduction of CO₂ emissions on a global scale. That's why all our vehicles now have a smaller carbon footprint, be it through Auto Stop & Go technology, fuel efficient tyres, aerodynamics, cleaner engines, components made from recycled parts or the use of plant-based resins instead of plastics. Of course, as the very first mass produced electric vehicle to be released to the UK market, the i-MiEV is currently the ultimate eco-friendly vehicle; we are now also developing new plug-in hybrid and flexible fuel vehicles. Some of our vehicles are already more than 95% recyclable.

But at Mitsubishi Motors it's not just our cars that are greener. In our offices we're saving waste, power, packaging and becoming paper-free. And our manufacturing process is cleaner too – we employ sheep to keep the grass short; we've planted hundreds of thousands of trees and eliminated environmentally hazardous substances; our factories are switching to water-based paint and working towards zero landfill waste. And with high-efficiency automation, we're doing much of this with the lights turned off. Our philosophy is one of continual evolution and improvement. **We call this Intelligent Motion.**

INTELLIGENT  *MOTION*





Hello to new EVs

If you could, would you drive a car which emits no carbon dioxide and, consequently, has a vastly reduced effect on our environment, yet demands absolutely no compromise in terms of comfort, convenience or fun? Of course you would; and now you can. After decades of experimentation, innovation and trials you can now buy the Mitsubishi i-MiEV, a pure-EV which not only provides all the sophistication you'd expect from a modern car, but actually surpasses its old-technology rivals

around the environment for which it is built – twenty-first century urban streets. Furthermore, the UK government will reward you with all manner of incentives to drive it: no road tax to pay, no Benefit in Kind company car tax to pay, no London congestion charge to pay, no parking fees to pay in many areas, one hundred percent write-down allowance against Corporation Tax in the first year, and a very generous £5,000 Plug-in Car Grant towards its purchase price.



Goodbye to old prejudice

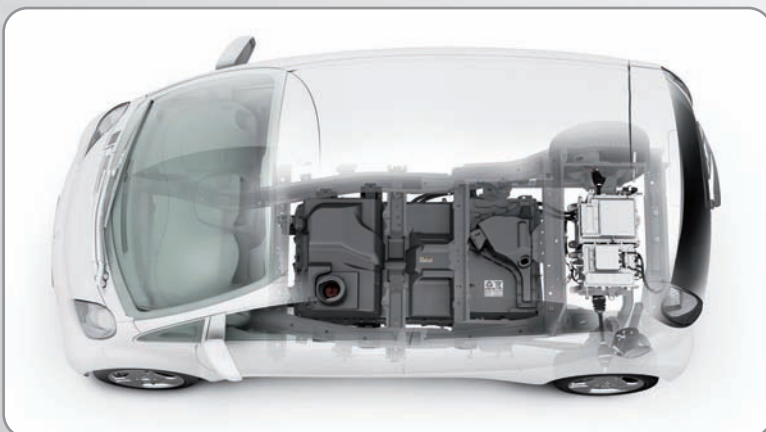
Thanks to the advances in large lithium-ion battery technology, the new generation pure-EVs like i-MiEV give a range of around 90 miles on a full charge. Now compared to a full tank of fuel this may not seem very far, but the fact is that seventy percent of UK drivers travel less than 50 miles a day and, unlike a fossil fuel car, you don't have to make a special journey to recharge; indeed, with the i-MiEV all you need do is plug it into a 13A socket when you get home, or to the

office, or to the car park. The car park? Yes, the government has allocated £30 million to providing plug in places in public places like shopping centres and car parks in major conurbations throughout England, Scotland and Northern Ireland. There are web sites to keep you up to date with their locations, as well as downloads for your satellite navigation and apps for your 'phone. The future of personal transport has arrived – its face is the Mitsubishi i-MiEV.

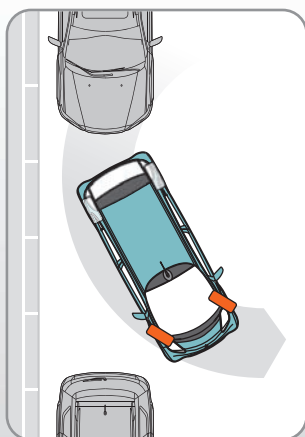


It's not big but it is clever

When the multiple award-winning Japanese cult car, the Mitsubishi i, was brought to Europe, albeit in small numbers, it received similar acclaim: you don't need to be Japanese to appreciate this modern vehicle with the tiny footprint, elegant fluid shape – contemporary without being contrived – and superb ride. The perfect size to make urban driving a pleasure rather than a chore, yet still provide four-door access and ample room inside, the i is a proven phenomenon in its own right. As the i-MiEV (the i Mitsubishi innovative Electric Vehicle) it's been in road trials for three years, involved in official government trials in the UK since 2009, and voted Electric Vehicle of the Year in both 2009 and 2010. The i-MiEV may be new but it's far from unproven.



The i is not the first Mitsubishi to undergo the transformation into a pure-EV, indeed Mitsubishi have been doing so for over forty years, but its rear-midship layout is the perfect platform, allowing the batteries to be fitted low down under the floor whilst the motor and inverter are located just in front of the rear axle, where the engine and transmission are in the Mitsubishi i.

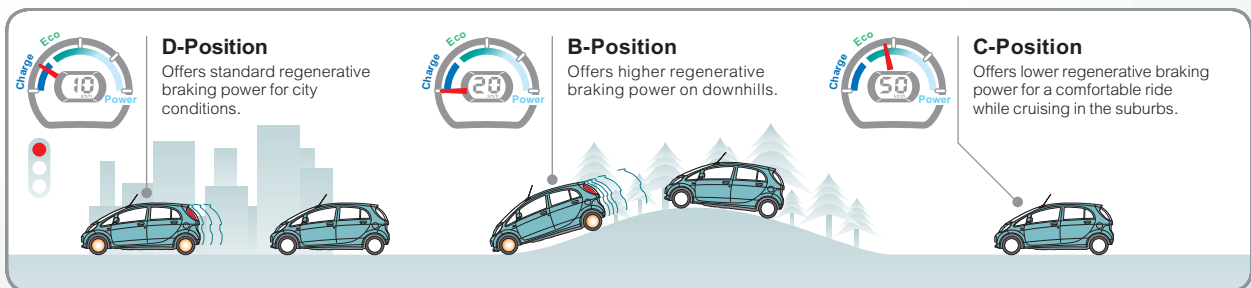


The combination of negligible overhangs, a high seating position and large windows makes a great city car, and its tiny footprint, with even more notably tiny turning circle, ensures that it's superb for nipping around crowded city streets and making the most of every parking space. Yet 60 years of making truly compact city cars has taught Mitsubishi a thing or two about maximizing space: the i-MiEV is more than a metre shorter than some of its competition, yet in the cabin, where size does matter, the difference is just 73mm!



Speedy Urban Warrior

Driving the i-MiEV is, quite simply, like nothing you have ever driven before. It is both relaxing and exciting in equal measures; it is also very, very easy. There is no noise, just the whisper of rubber on asphalt; there is no vibration as there is with a fossil fuel engine; there are no fumes, at least not from you; and progression is silky smooth since you never change gear. Yet here is a car with a tremendous amount of torque right from the off. Far more responsive than you'd experience in a small fossil fuel car, the i-MiEV zips to the maximum legal speed about town in under six seconds, and is equally nippy throughout the mid-range (25-37 mph in less than three seconds and 37-50 mph in under four) giving you plenty of power when it comes to overtaking. This is all down to a highly efficient, permanent magnet synchronous motor which generates high torque at low speeds in combination with the i-MiEV's lightweight steel monocoque body structure which features the extensive use of high-tensile steel for enhanced levels of rigidity and torsional strength. Driving dynamics are superb – the long wheelbase, wheel-at-each-corner stance and low centre of gravity (much of the i-MiEV's weight is down to the batteries which are tucked away low down under the floor) together promoting exceptional stability, whilst there's an excellent stability and traction control system to step in if things ever get out of control.



During driving, as soon as the accelerator pedal is released the motor functions as a power generator, converting the i-MiEV's kinetic energy into electricity to recharge the traction battery; this is known as "regenerative braking" and feels similar to engine braking in a petrol or diesel-powered car. The effect can be varied depending on driving conditions by selecting one of three gearshift positions – D is the standard drive mode for urban driving; compared to the D position, B mode increases the regenerative braking effect during downhill driving, whilst C mode reduces it for smoother progress during longer runs where moments of acceleration and deceleration are limited.



The creative approach to interiors

In sixty years of building small cars Mitsubishi have learned all there is to know about making the most of every millimetre: the i-MiEV's long wheelbase and tall stance provide a remarkable amount of room for such a compact car, whilst the large windscreen and low-slung dash make it feel even more spacious and ensure superb visibility. The seats are comfortable yet supportive with heating for the driver's side, whilst air conditioning combined with a deodorising air filter keeps the driving environment cool and fresh.

Whilst the exterior may look radical, the controls are conventional and so very easy to use. Attention to detail is conventional Mitsubishi too: remote central locking, power operated windows and door mirrors, an excellent audio and plenty of storage areas to keep valuables away from prying eyes. To make driving – and parking – even more pleasurable, the optional Kenwood satellite navigation system includes Bluetooth hands-free 'phone kit, an iPod connection and a rear view camera which activates when reverse gear is selected – ideal for those tight city parking spaces.



The combination meter provides several gauges to help you monitor the power situation:



Perhaps the most consistently useful gauge, this shows the remaining distance range, calculated by the consumption of electricity over the previous 15 miles.



Maintaining driving speed in the Eco Zone will help increase driving distance, whilst the Charge Zone indicates that the battery is being charged.



When the battery has only 1/8 of its charge remaining the low energy warning indicator will flash.



When the battery power is near zero the power down warning lamp illuminates to alert you. To save energy the air conditioning will stop automatically, although the blower fan will continue to function.



Even with four passengers the i-MiEV allows 235 litres of cargo space but with both rear seatbacks folded forwards you get a remarkable 860 litres of flat, readily usable room.

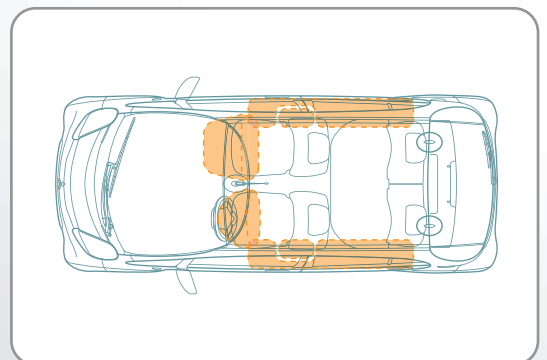


The i-MiEV's 50:50 rear seatback split gives you the flexibility of space you have come to expect from a Mitsubishi.

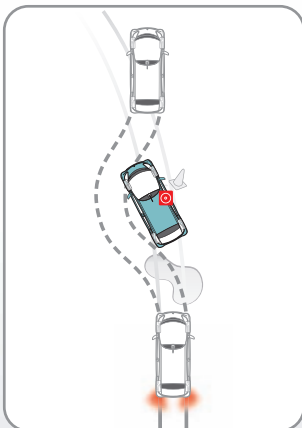


Plug in to the Future

The Mitsubishi i-MiEV gives you the ability to transport people and parcels from point A to point B in comfort and in safety. Like a conventional, fossil-fuelled Mitsubishi it is built using the company's RISE (Reinforced Impact Safety Evolution) frame to ensure that its extremities deform in a pre-programmed manner whilst the occupants remain safe within. It utilizes ABS with EBD, six airbags, ISO-FIX child seat anchors, front and rear foglamps and Mitsubishi's stability and traction control system. It can be serviced at any Mitsubishi dealer. But there convention ends. As befits a truly exciting car, you will have exciting opportunities to personalize its interior with high quality leather in exhilarating colours and the exterior with graphics, wheels and spoilers. Urban travel will transform from frustration to relaxation and never again will you need to stop for fuel, instead the i-MiEV comes with a cable for connection to a 13A socket, giving you a full charge in around seven hours at an overnight Economy7 cost of around one pound, and a socket for connecting to a rapid charger which will provide an 80% charge in around 30 minutes.



In the i-MiEV no fewer than six SRS airbags protect driver and passengers in the event of an accident.



So much more than ABS

ABS helps to prevent wheel lock and aids control under heavy braking, but on the i-MiEV it also comes complete with EBD: this automatically adjusts the loading on each wheel to accommodate the distribution of weight within the vehicle. If you need to stop really, really suddenly, as in an emergency situation, power assistance boosts the pressure on the brake pedal.

Technical Specifications

Model	i-MiEV	
Motor		
Type	AC, permanent magnet synchronous	
Rated output*1	kW (bhp)	35 (47)
Maximum output*2	kW (bhp)/rpm	49 (66)/2500-8000
Maximum torque	Nm (lb.ft)/rpm	180 (133)/0-2000
Charging voltage	200-240V	
Traction Battery		
Type	Lithium-ion	
Total voltage	330V	
Total energy	16kWh	
Charging time		
Domestic supply*3	Full charge	Approx. 7 hours (at 220-240V, 13A)
Rapid charger*4	80% charge	Approx. 30 minutes (at 3-phase 200V-50kW)
Performance		
Electric energy consumption (NEDC)*5	Wh/km	135
Maximum range (NEDC)*5	miles (km)	93 (150)
Maximum speed	mph (km/h)	81 (130)
Acceleration 0-62 mph	secs	15.9
Suspension/Steering		
Suspension	Front axle Rear axle	Front MacPherson strut and coil spring with stabiliser bar Rear 3-link De Dion
Steering	Rack and pinion, electrically assisted	
Minimum turning circle	m (ft)	9.0 (29.5)
Brakes	Anti-lock Braking System with Electronic Brakeforce Distribution (ABS +EBD) and Brake Assist	
	Front	257mm (10.1") ventilated disc brakes
	Rear	203mm (8") drum brakes
Tyres/wheels	Front	145/65R15 72S tyres/15" x 4.0J alloy wheels
	Rear	175/55R15 77V tyres/15" x 5.0J alloy wheels
Driveline/Transmission		
Type	Rear-mounted motor/rear wheel drive	
	Mitsubishi Active Stability and Traction Control (M-ASTC)	
Transmission	1 speed fixed gear	
	Final gear ratio	6.066
Dimensions		
Exterior l x w x h	mm	3475 x 1475 x 1610
Interior l x w x h	mm	1790 x 1270 x 1250
Wheelbase	mm	2550
Track Front	mm	1310
Rear	mm	1270
Ground clearance	mm	150
Weights/Volumes		
Gross vehicle weight	kg (lbs)	1450 (3197)
Kerb weight	kg (lbs)	1110 (2447)
Seating capacity	persons	4
Servicing/Insurance/Warranty		
Service intervals	Every 12,500 miles or 12 months, whichever occurs first	
Insurance group (50 Group rating)	29	
Warranty	3 years unlimited mileage vehicle warranty. Electric vehicle components up to 5 years warranty (first 36 months unlimited mileage, thereafter 24 months or 62,500 miles from date of registration, whichever occurs first). 8 year anti-corrosion perforation warranty. 3 year pan-European roadside, home and accident assistance	

*1 Corresponds to "Maximum 30 minute power", certified in accordance with ECE R85

*2 Corresponds to "Maximum net power", certified in accordance with ECE R85

*3 Full charge from low energy warning indicator flashing. Low temperatures in winter may prolong charging time.

*4 Approximately 80% of full charge from low energy warning indicator flashing. Low temperatures in winter may prolong charging time.

*5 NEDC stands for New European Driving Cycle. The values of electric energy consumption and electric range are based on ECE R101.

These values vary depending on driving style, road and traffic conditions, ambient temperature, use of air conditioning, etc.

Standard Equipment

EV function

- Charging cable, normal charge
- Drive mode 'D' – normal driving
- Drive mode 'C' – reduces regenerative braking while cruising
- Drive mode 'B' – increases regenerative braking during downhill driving
- High voltage cut-off system

Security and Safety Features

Security

- Central door locking with keyless entry
- Motor immobiliser and alarm

Safety

- ABS with EBD and Brake Assist
- Airbags SRS – dual front, front side and front/rear curtain
- Airbag SRS, front passenger's deactivation switch
- Child-protection rear door locks
- ISO-FIX child seat anchor x 2
- Mitsubishi Active Stability and Traction Control (M-ASTC)
- Seatbelts, 3-point ELR x 4 with force limiters and pretensioners, front
- Tyre inflation kit

Exterior Features

Styling

- Alloy wheels, 3-spoke, 15"
- Door mirrors and handles, colour-keyed
- Metallic/pearlescent paint finish (OPT)
- Privacy glass, rear door windows and tailgate window
- Roof spoiler with high-mount stop lamp

Functional

- Automatic lights on/off
- Door mirrors, electric/heated/folding
- Front and rear fog lamps
- Halogen headlamps, projector type with levelling device
- LED rear lamps, with clear type lens
- Rear window demister with auto-off function
- Windshield wiper, single arm, variable intermittent with washers
- Wiper & washer, rear, intermittent

Interior Features

Audio

- Aerial, front roof mounted
- CD/tuner with 4 speakers
- Kenwood satellite navigation system with Bluetooth hands-free 'phone kit, iPod connection and rear view camera (OPT)

Styling

- Interior trim, black with silver accents
- Seat trim, fabric, black
- Steering wheel and gearshift knob, leather-wrapped

Convenience

- Air conditioning, manual type with deodorant filter
- Assist grips x 4
- Driver's footrest
- Front interior & map lamp with dimmer function
- Front seat backrest pockets
- Glove box with card holder
- Instrument panel secret box (Upper of glove box)
- Sunvisors, dual front with lidded vanity mirrors and ticket holders

Functional

- Electric windows, front/rear with driver's window one-touch down
- Instrument panel: 12V accessory socket, digital speedometer, EV system warning/range remaining/energy usage indicators, energy level gauge, instrument panel light dimmer

Seats

- Driver's seat heater
- Driver's seat height adjuster
- Front seat sliding and reclining adjusters
- Headrests, height-adjustable x 4
- 50:50 split-folding backrests

Colour Options and Seat Trims



Cool Silver (M)



Ocean Blue (M)



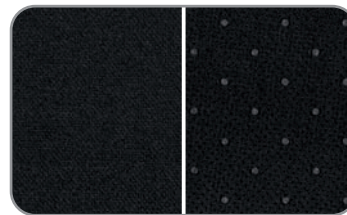
Frost White (S)



Amethyst Black (P)

Model	i-MiEV	
Exterior colour		
Cool Silver (M)	A31	■
Ocean Blue (M)	D12	■
Frost White (S)	W37	■
Amethyst Black (P)	X42	■
Seats		Fabric (Black)
Door trim		Formed-type (Black)
Headlining		Non-woven Fabric (Light Grey)
Floor carpet		Needle Punch (Black)

Seat Fabric (Black)

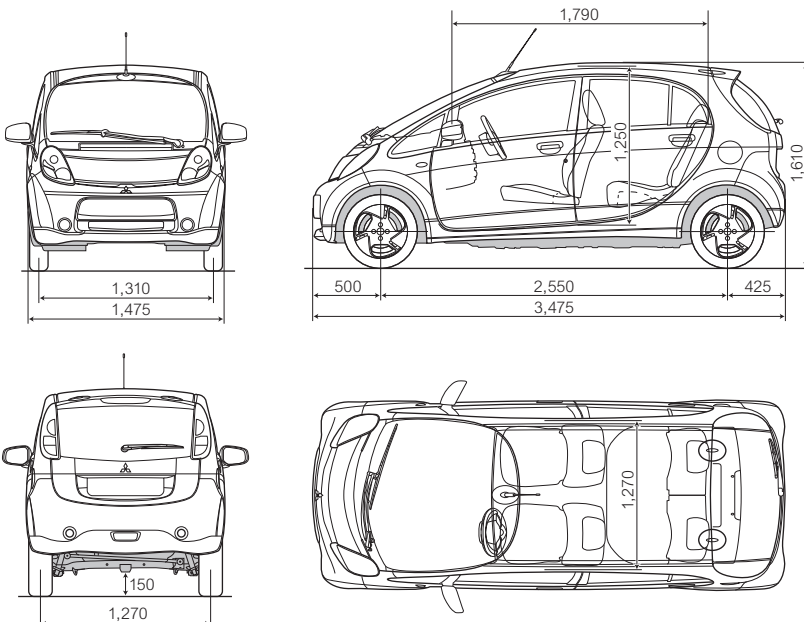


■ : Available M: Metallic* P: Pearlescent* S: Solid

*Metallic/pearlescent paint finish available at additional cost.

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Dimensional Views



Mitsubishi at your service

The Mitsubishi Service Plan covers the first three scheduled services for a very modest sum, can be added to your vehicle's finance and transferred to a new owner when you sell. There's also an insurance cover which is specifically designed for Mitsubishi vehicles and uses only genuine parts and approved repair centres. And to smooth your progress through an insurance claim, no matter which insurer you use, Mitsubishi Accident Aftercare will handle everything on your behalf – no hassle, no claim forms, no running about, and absolutely no cost to you. It's all part of the special service you get when you buy a Mitsubishi.



MITSUBISHI MOTORS RECYCLING

We all have a duty to protect the environment. After a long working life we will take back any Mitsubishi Motors vehicle originally sold by The Colt Car Company Ltd. and recycle it in an environmentally friendly manner in accordance with the EU Directive on End-of-Life Vehicles and any applicable national statutory provisions.

All Mitsubishi Motors vehicles sold by The Colt Car Company Ltd., irrespective of date of sale, will be taken back free of charge from the last owner, at one of the designated take-back points, provided the vehicle contains all major components and is free of waste.

For further information please visit www.cartakeback.com, email info@cartakeback.com or call the Cartakeback info-line on 0845 257 32 33.

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