

Corporation in 1970. The company quickly gained recognition for producing durable, innovative vehicles, including the Mitsubishi Lancer, Outlander, and Pajero.

Key Product Lines

Mitsubishi Automotive Vehicles

Mitsubishi's vehicle lineup emphasizes reliability, affordability, and advanced technology. Notable models include:

- **Mitsubishi Outlander:** A popular SUV known for comfort and versatility.
- **Mitsubishi Eclipse Cross:** A compact SUV blending sporty design with practicality.
- **Mitsubishi L200:** A pickup truck favored for durability and performance.
- **Mitsubishi Mirage:** An economical subcompact car ideal for city driving.

Technological Innovations

Mitsubishi has been at the forefront of automotive technology, particularly in:

- **Electric Vehicles (EVs):** The Mitsubishi i-MiEV was one of the first mass-market electric cars, showcasing the company's commitment to sustainable mobility.
- **Plug-in Hybrid Models:** The Outlander PHEV combines electric driving with traditional fuel efficiency.
- **Advanced Safety Features:** Including Mitsubishi's Forward Collision Mitigation and Blind Spot Warning systems.

Mitsubishi's Strategic Initiatives

Focus on Sustainability and Electric Mobility

Mitsubishi has prioritized environmental responsibility through:

- Development of electric and hybrid vehicles.
- Investment in battery technology.
- Initiatives to reduce carbon emissions across manufacturing processes.

Global Market Expansion

