

Corporate Revitalization Committee and CFT Activities

Strategic Direction of Mitsubishi Motors (overview)

Corporate Philosophy	Stakeholders	Direction	Measures
<p>We are committed to providing the utmost driving pleasure and safety for our valued customers and our community.</p> <p>On these commitments we will never compromise.</p> <p>This is the Mitsubishi Motors way</p>	<p>Customers</p>	<p>Optimization of lifetime customer satisfaction</p> <p>Brand establishment in driving performance, handling, safety and durability</p>	<ul style="list-style-type: none"> Strengthen linkages with customers Ensure sense of security (new maintenance package, introduction of new maintenance service with extended warranty) } Japan Quality improvement by utilizing CSI in customers' perspective (exceeding quality) Development and deployment of motorsport technologies to all models
	<p>Stockholders and Creditors</p>	<p>Effective globalization</p> <p>Sustain continuous development</p> <p>Ensure stable revenue and profitability</p>	<ul style="list-style-type: none"> Strengthen global models Emphasis on growing markets, such as ASEAN Continuous development through tie-ups Ensure the thoroughness and responsibilities of business management Focus on cost reduction Equity enhancement
	<p>Employees</p>	<p>Recovery of enthusiasm and pride</p>	<ul style="list-style-type: none"> A structure which solves problems in a cross-functional style
	<p>Procurement Partners Sales Co. / Dealers</p>	<p>Building firm partnership</p>	<p>Collaboration</p> <ul style="list-style-type: none"> Procurement partners' early participation to development process Strengthening of cooperation with dealers
	<p>Society</p>	<p>Continuous consideration of environment</p>	<ul style="list-style-type: none"> Continuous development of electric-powered vehicles, etc Promotion of environmentally conscious activities throughout the product life cycle, from development to disposal

Mitsubishi Group

“Sankoryo” ··· The Three Principles

- “Shoki hoko” ····· Corporate Responsibility to Society
- “Shoji komei” ····· Integrity and Fairness
- “Ritsugyo boeki” ····· Global Perspective

Corporate Philosophy

We are committed to providing the utmost driving pleasure and safety for our valued customers and our community. On these commitments we will never compromise.

This is the Mitsubishi Motors way

Management

Commitments

- MMC’s basic policy is to cherish our customers, pursue safety, and implement compliance
- Ensure transparency by disclosing information fully to all our stakeholders
- Clarify the responsibilities of management and achieve our management objectives

“Simplicity and Fortitude” (Driving Performance, Handling, Safety, Durability)



Sporty DNA



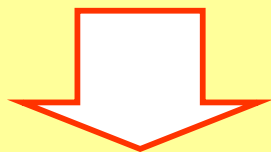
SUV DNA



<p>Build the Foundation</p>	<ul style="list-style-type: none"> ● Strengthen the service quality ● Increase the dealer service productivity ● Strengthen the foundation of CRM(Customer Relationship Management) ● Strengthen the used-car business ● Improve the mix of parts and accessories available
<p>Strengthen customer relationships</p>	<ul style="list-style-type: none"> ● Execute programs to better link with customers over the internet ● Promote continuous communication with customers
<p>Offer attractive high-value added service</p>	<ul style="list-style-type: none"> ● Offer new extension warranty services with conditions such as vehicle check-in for inspection ● Introduce Mitsubishi Assist 24-hour roadside and reminder service*

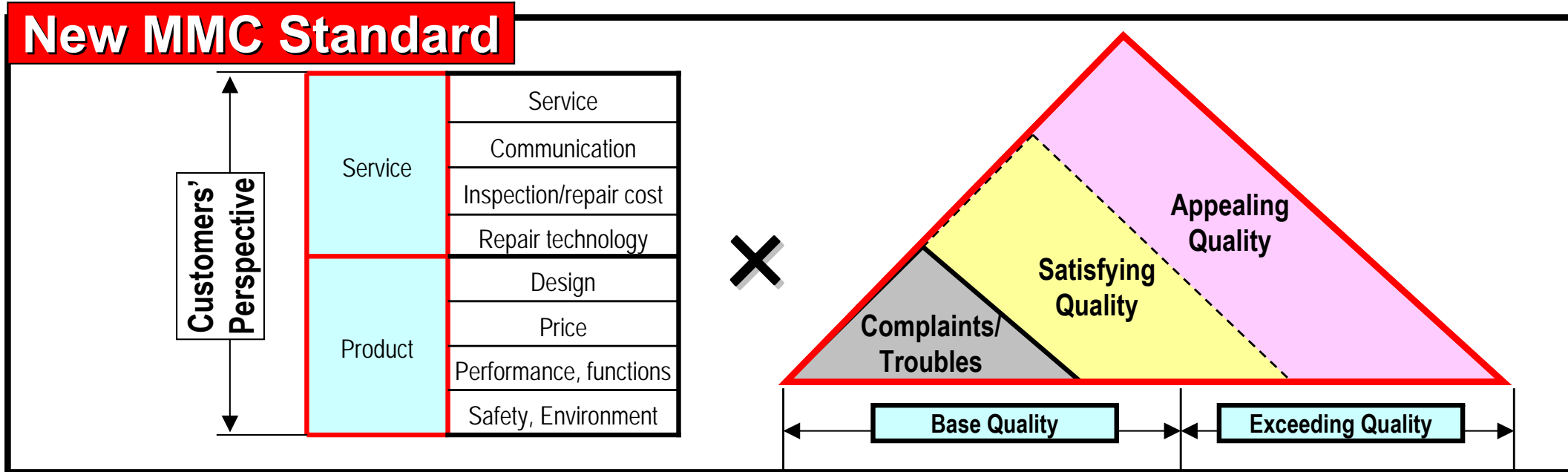
Measures to improve customer satisfaction

Voice of Customers

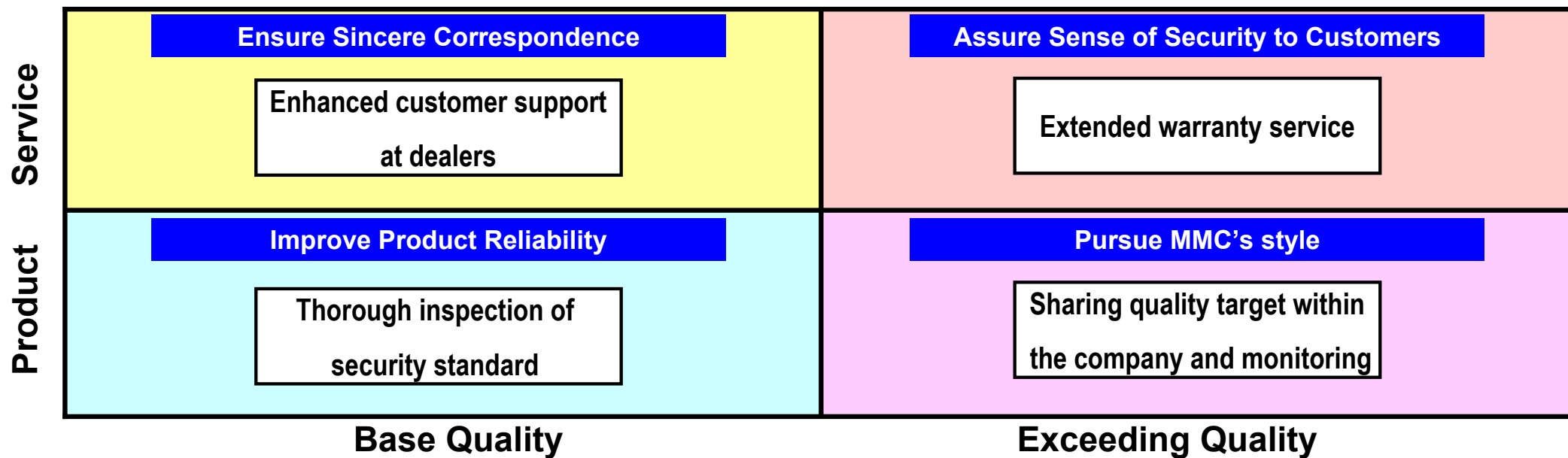


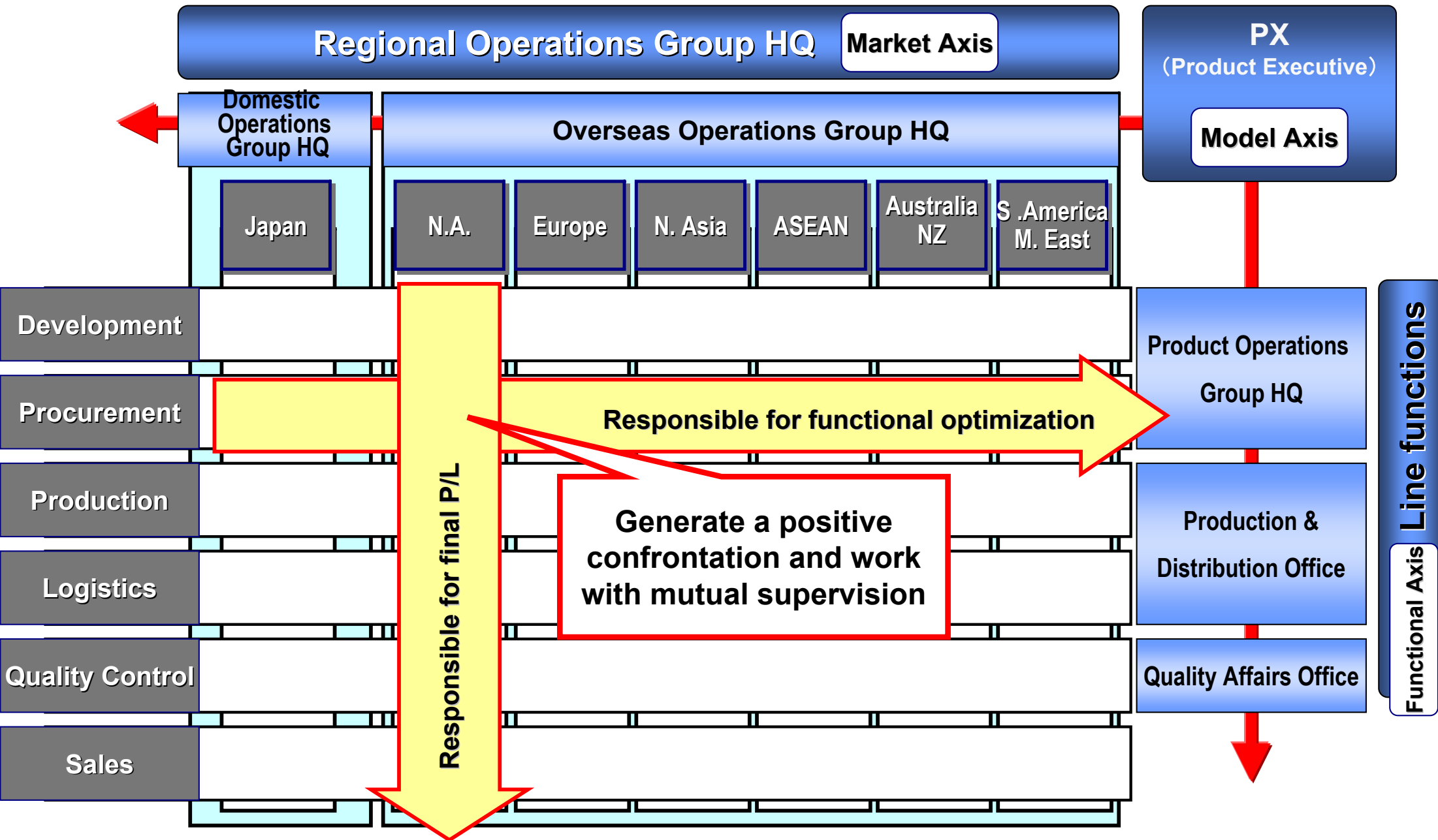
MMC will unite and work on the measures established in the regular meetings held by board members

* Vehicle checkup services during customer visits, vehicle checkup notification indicator light on the instrumental panel



Measures to ensure new MMC standard





Radical Reformation of Subsidiaries: Strengthening of Matrix Management in Headquarters

