

Concept E showcar.



World Rally Championship Lancer WRC05. Professional driver. Closed course. Do not attempt.



2007 Dakar Rally.



1973 Lancer 1600 GSR. Professional driver. Closed course. Do not attempt.

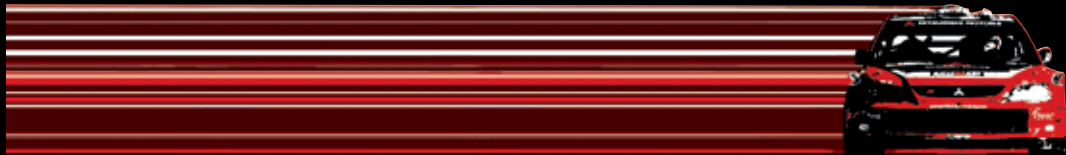
ENGINEERING PASSION

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 and SUV 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.

ECLIPSE
COUPE AND SPYDER

LANCER / GALANT
SPORT SEDANS

OUTLANDER / ENDEAVOR
SUV'S



ALL-NEW MITSUBISHI LANCER



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 accessories.

TAKE A GOOD LOOK

YOU MAY NOT SEE IT FROM
THE OUTSIDE FOR A WHILE



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 over and under airflow 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 are not only sporty, they improve performance.



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.





MEET YOUR
PERFORMANCE
INTERFACE



MULTI-INFORMATION DISPLAY

You can never have too much information. Every Lancer comes standard with a backlit LCD multi-information display that gives drivers critical trip information. The configurable display shows distance to empty, current gear position (CVT only), fuel level, service reminder and more.



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 65 commercial-free music channels, you're bound to find the perfect soundtrack for the perfect road.

* Available Fall 2007. Please contact your dealer for more information. © SIRIUS Satellite Radio Inc. 'SIRIUS', the SIRIUS dog logo and related marks are trademarks of SIRIUS Satellite Radio Inc.



PADDLE SHIFTERS

Lightweight, racing-inspired magnesium paddle shifters on Lancer 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 driver to change audio settings without letting go of the steering wheel.

CRUISE CONTROL

Standard on ES and GTS, Lancer's cruise control also finds a home near your hands. With shifters, audio controls and cruise control all so tightly integrated on the steering wheel, you might never want to let go.



FAST-KEY

Lancer GTS can be equipped with Mitsubishi's FAST-Key (Freehand Advanced Security Transmitter-key) for easy access. When the FAST-Key comes within 2.5 feet of a front door, just grip the handle to unlock the door, get in and start the car with a twist. The whole time the keys can be kept conveniently tucked away in your pocket or purse.

Bluetooth®

Multitasking requires integration — and nothing integrates your compatible cell phone with your audio system better than Lancer's available Bluetooth® hands-free cellular phone interface with voice recognition. After setting up a phone, you can place calls, answer them, and even look up phone numbers and names without moving your hands from the steering wheel.

*The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Mitsubishi is under license.



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 highs. The system is tightly integrated with the car, too. Volume and equalizer levels adjust automatically based on vehicle speed, and Lancer's doors and other body panels were designed with premium sound quality in mind. Stiff inner door panels and precisely-designed speaker housings accentuate the system's sound quality.

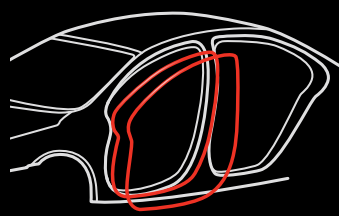
650 WATTS



FEELS LIKE
YOUR FIRST DRIVE

Lancer GTS with optional equipment.

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 4-way adjustability for the front passenger and 6-way adjustability for the driver. With so many thoughtful features, you'll feel like the Lancer was made just for you. It was.



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.

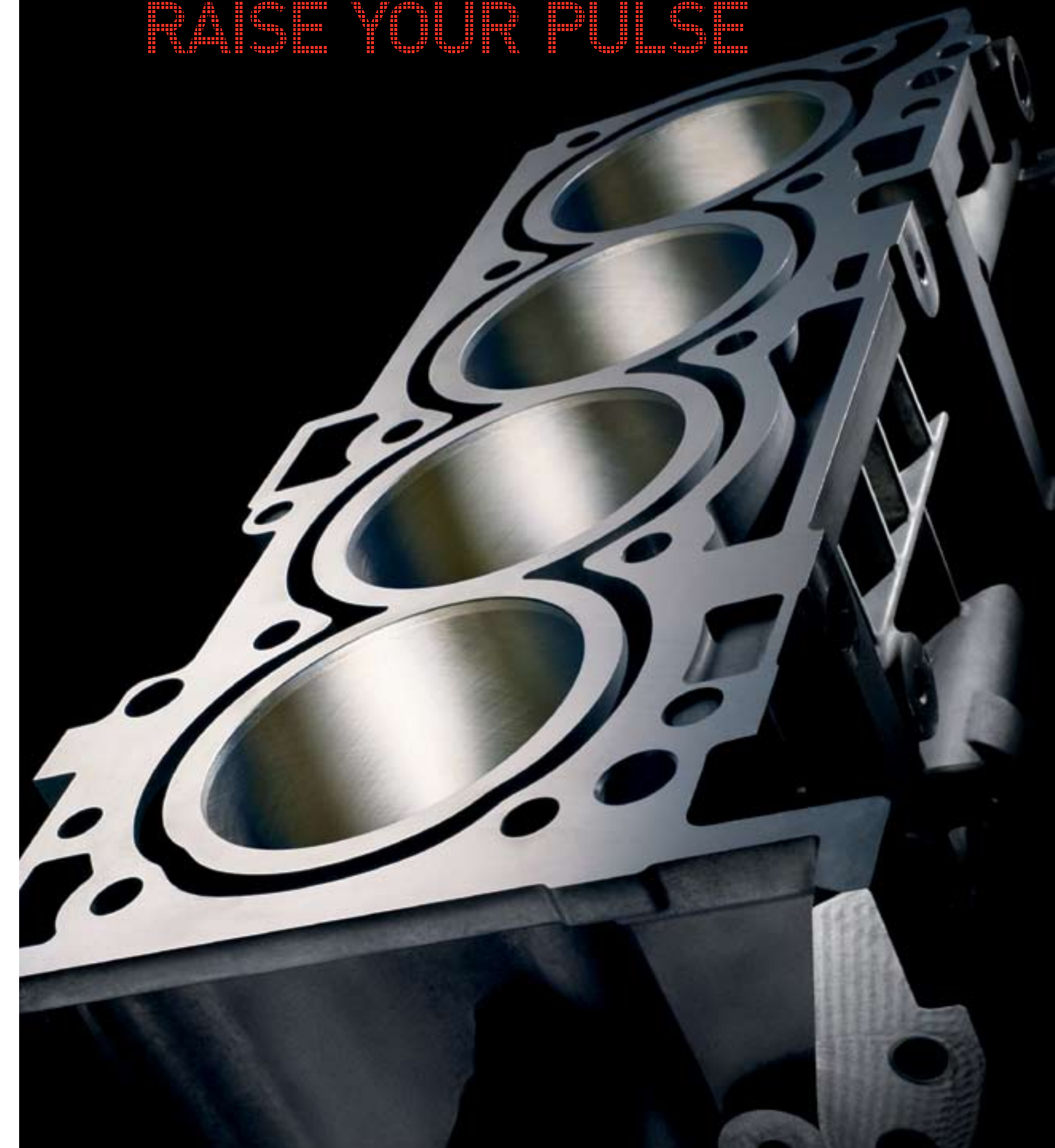
AUTOMATIC CLIMATE CONTROL
This one's just right. Lancer GTS comes standard with automatic climate control, so you can concentrate on the drive – not the temperature. The system automatically adjusts temperature, fan speed and air source, so you don't have to.



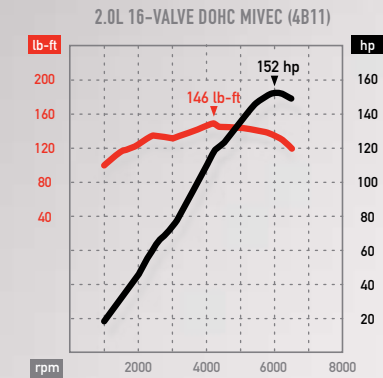


Lancer ES with optional equipment.

ENGINEERED TO
RAISE YOUR PULSE



Powering Lancer is a standard 2.0-litre 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.



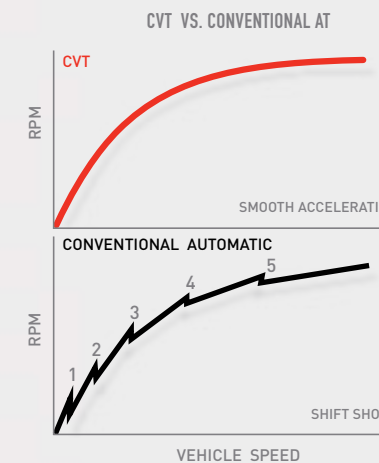
TORQUE & HORSEPOWER
 How does 152 horsepower from 2.0 litres sound? Almost as good as 146 lb-ft of torque from the same engine. Most of that torque is available right away too, so you don't have to wait to experience Lancer's outstanding performance.



MIVEC
 In the past, engines had valve timing designed for either better low-speed torque or more high-speed horsepower, but not both. With MIVEC electronically controlling both intake and exhaust valve timing, Lancer's engine moves beyond that compromise.



SPORTRONIC® SHIFT MODE
 Lancer GTS's magnesium paddle shifters command its CVT automatic transmission to deliver crisp, lightning fast upshifts and downshifts. The Sportronic® shift mode gives the driver an added level of control with six close steps neatly dividing the CVT's gear range.



CVT WITH INVECS-III

A traditional automatic transmission has big gaps between its gears, so the engine isn't always in sync with the driver, or the road. In contrast, Lancer's computer-controlled CVT helps keep the engine running near its optimum speed. The transmission's advanced INVECS-III adaptive shift control system even tailors its response to your driving habits, so it can anticipate your next move. That makes for a better driving experience – and a more efficient one.



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.



World Rally Championship Lancer WRC05. Professional driver. Closed course. Do not attempt.

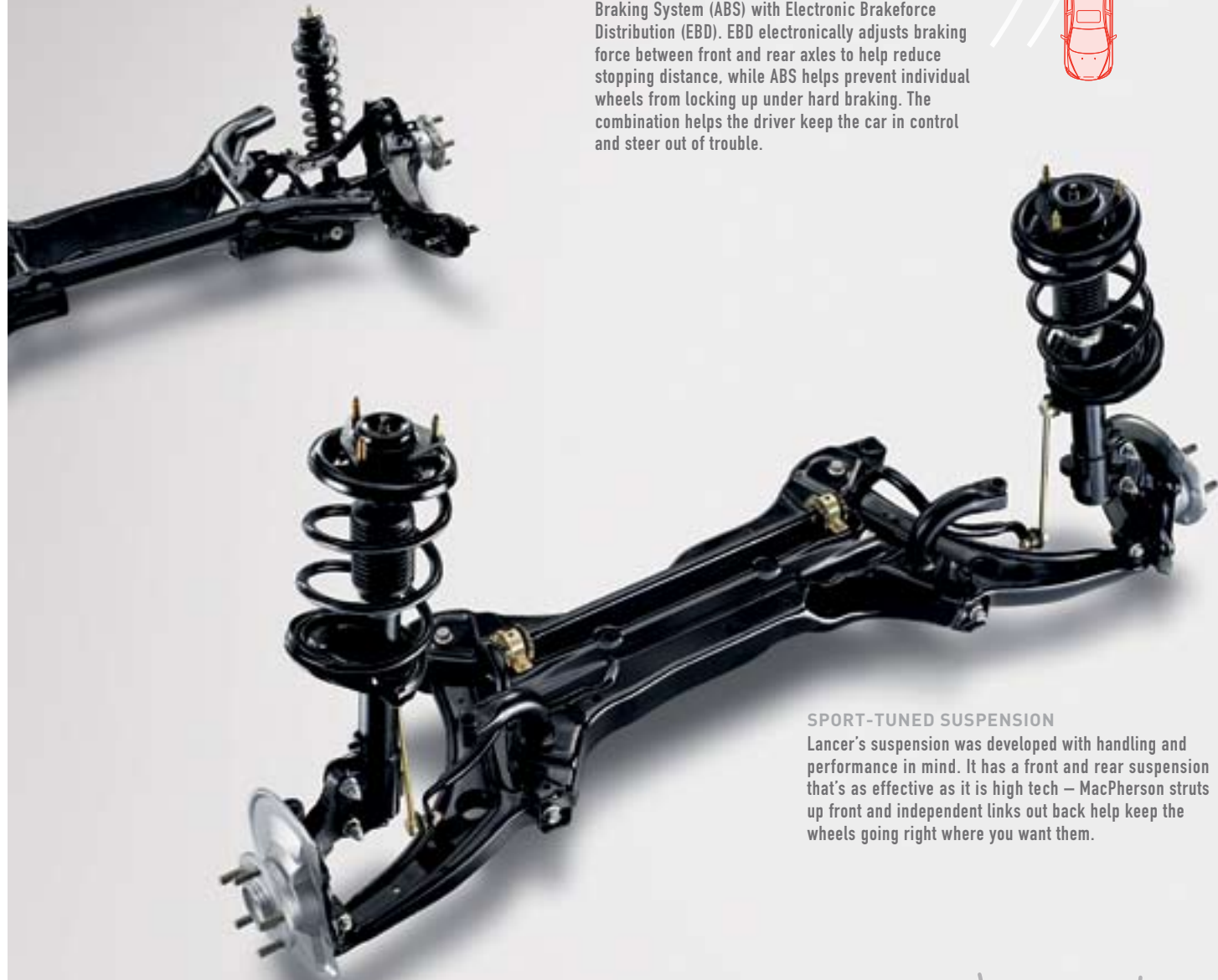
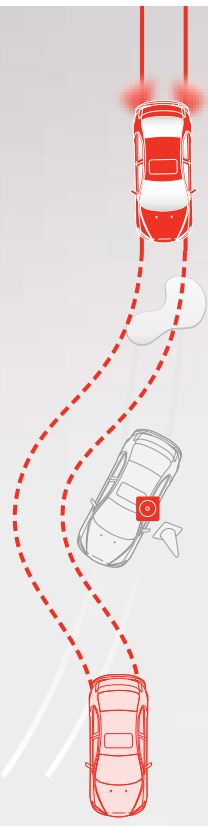
INFLEXIBILITY:

A BEAUTIFUL THING

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.

ABS WITH EBD

Both brakes and steering are important for optimal performance, so we gave Lancer an available Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD). EBD electronically adjusts braking force between front and rear axles to help reduce stopping distance, while ABS helps prevent individual wheels from locking up under hard braking. The combination helps the driver keep the car in control and steer out of trouble.

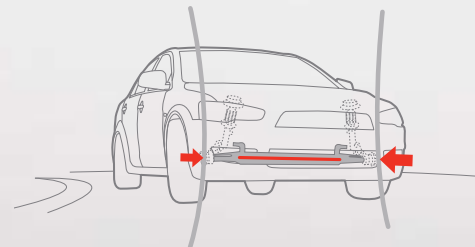


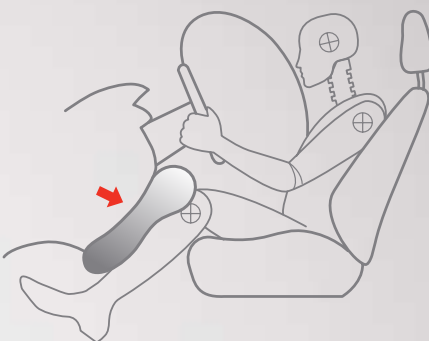
SPORT-TUNED SUSPENSION

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 high tech – MacPherson struts up front and independent links out back help keep the wheels going right where you want them.

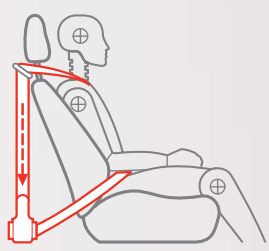
RIGID BODY AND SUBFRAMES

A flat front subframe helps resist flex-inducing forces, which helps the wheels keep their precise relationship to the road for impressive grip. This also allows the suspension to do its job – keep bumps and potholes out of the passenger compartment. So Lancer's great road holding doesn't come at the expense of comfort.





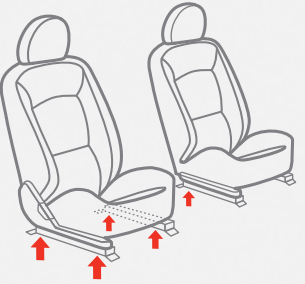
DRIVER'S KNEE AIRBAG*
 Among compact sedans, Lancer is the first to come equipped with a standard driver's side knee airbag. In certain frontal collisions, it helps prevent injury by stabilizing the legs and lower body of the driver.



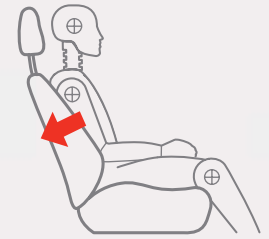
SEAT BELT PRETENSIONERS AND FORCE LIMITERS
 Driver and front passenger seat belts are attached to the body via pretensioners and force limiters that combine to help protect occupants in certain moderate to severe collisions. If the airbag system senses a moderate to severe frontal collision, the pretensioners quickly draw back the seat belt webbing and increase seat belt performance. Force limiters help reduce the force applied to the driver and front seat passenger during an accident.

OUR ASSURANCE POLICY

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.



ADVANCED FRONT AIRBAGS*
 Lancer uses advanced front airbags with driver's seat position sensors and front passenger's seat weight sensors. The information gathered from these systems is used to tailor the airbag deployment energy in the event of a collision.



ACTIVE FRONT SEAT BACKS
 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.



RISE BODY
 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.

*Airbags are part of a Supplemental Restraint System (SRS). To decrease the risk of injury from a deploying airbag, always wear your seat belt, sit upright in the middle of the seat, and do not lean against the door. Always place children 12 and under in the rear seat and use appropriate child restraints. Never place a rear-facing infant restraint in the front seat. See your Owner's Manual and instructions provided with your child restraint for additional information.

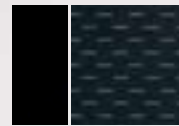
BUILD YOUR OWN



GTS

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 with P215/45R18 tires; fog lights; rear spoiler and aero package; chrome exhaust tip; leather-wrapped steering wheel and shift knob; sport front bucket seats; sports suede interior fabric; geometric print interior accents; chrome inside door handles; dual sun visor vanity mirrors; automatic climate control; six speakers; Bluetooth® hands-free phone interface with voice recognition



SPORTS SUEDE BLACK FABRIC



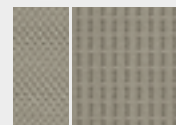
ES

WELL EQUIPPED AND READY TO GO

Lancer ES includes all DE standard features plus: engine cover; front and rear stabilizer bar; 16-inch alloy wheels; chrome grille surround; colour-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



PREMIUM BLACK FABRIC



PREMIUM BEIGE FABRIC



DE

FUN WITHOUT SACRIFICE

Lancer DE includes: 2.0-litre MIVEC engine; 5-speed manual or Continuously Variable Transmission (CVT)*; front stabilizer bar; 16-inch steel wheels with P205/60R16 tires; Daytime Running Lights (DRL); multi-information display; seven standard airbags; Tire Pressure Monitor System (TPMS); micro air filtration; power windows and mirrors; CD/MP3 audio system with four speakers



BLACK FABRIC



BEIGE FABRIC

COLOURS



APEX SILVER METALLIC / BLACK INTERIOR



RALLY RED METALLIC¹ / BLACK OR BEIGE² INTERIOR



GRAPHITE GREY PEARL / BLACK INTERIOR



ELECTRIC BLUE PEARL¹ / BLACK INTERIOR



TARMAC BLACK PEARL / BLACK OR BEIGE² INTERIOR



WICKED WHITE / BLACK OR BEIGE² INTERIOR

ACCESSORIES

Lancer's available accessories let you make it your own. Plus, when you buy Genuine Mitsubishi Accessories, you know they'll fit right and work right. The following accessories are available from your Mitsubishi Retailer • Bluetooth® hands-free phone interface • Aux audio input cable • Keyless entry • Cigar lighter • Carpeted floor mats • Scuff plates (four pieces) • Trunk mat • Cargo organizer • Cargo tray • Fog lights • Front bumper extension • Side sill extensions • Rear wing spoiler • Front mudguards • Rear mudguards • Chrome exhaust tip • Side window air deflector • Sunroof air deflector • Hood protector • License plate frame with logo • Wheel locks



REAR WING SPOILER



FOG LIGHTS



10
YEAR/160,000 KM
POWERTRAIN LIMITED
WARRANTY

5
YEAR/100,000 KM
NEW VEHICLE LIMITED
WARRANTY

5
YEAR/UNLIMITED KM
ROADSIDE ASSISTANCE

*CVT must be ordered with ABS & Air Conditioning package on DE. ¹Not available on DE. ²Not available on GTS.

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