

# Plug into the future today



## The pure electric car from Mitsubishi has arrived at your local dealership and is on sale now.

The i-MiEV is an electric car that's designed for the city, but this isn't a weird prototype from a car magazine, or an impractical concept car that'll never see the light of day.

The i-MiEV seats 4 people comfortably, it comes with all the features you'd expect from a modern car, it just so happens that you can also plug it into a three pin plug in your house.



### Intelligent Performance

With an impressive top speed of 81mph and torque levels that are equivalent to a 2-litre vehicle, the i-MiEV has made the electric car a practical alternative to petrol or diesel fuelled vehicles. But how? Here's the 'techy' bit. It comes with a 49 kW motor and 16kWh lithium-ion battery.

That may not mean a lot to most people, but it means that the i-MiEV will travel up to 93 miles per charge which is perfect for commuting or city driving. It's also very simple to charge, you can plug into a household socket or kerb side charging point, or you can use a rapid charge

system which will soon start appearing in local supermarkets where an 80% charge from flat, takes just 30 minutes.

### Intelligent Motion

The i-MiEV is the figurehead of Mitsubishi's new environmental focus, called Intelligent Motion. This new approach to car manufacturing not only aims to reduce the impact of Mitsubishi's cars on the environment, but the organisation's impact as a whole.

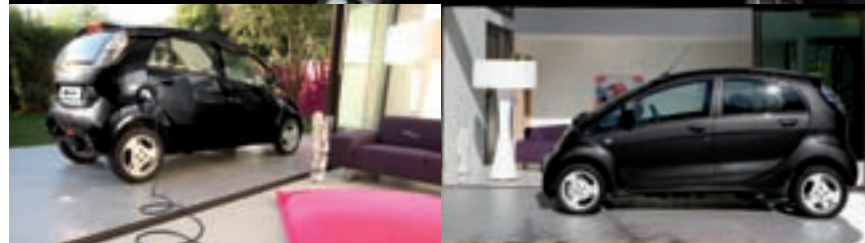
### Intelligent Specification

The i-MiEV may be an electric car, but it has the spec of a normal fuel-driven vehicle. It comes with the must-haves like ABS with EBD, Stability and Traction Control and alloy wheels, and when you sit inside you get the sense that you are in a high specification, 4 seat, city runaround, not an environmentally focused vehicle.

Plus the i-MiEV isn't just focused on helping save the environment, with 6 air bags, Reinforced Impact Safety Evolution (RISE) body construction and front and rear side-door impact bars; it's also intent on saving you as well.

### Intelligent Running Costs

The i-MiEV doesn't just help you lower your carbon emissions; it can also help you lower your motoring bills. It costs just £270 to cover 12,000 miles or £135 if you recharge it using cheaper overnight electricity. Producing zero exhaust emissions means that it's exempt from road tax and you can even park for free in



certain car parks. The i-MiEV is also immune from company car tax which makes it a highly desirable option for businesses, plus you even qualify for a 'Plug-In-Car-Grant' of £5,000.

### Intelligent Road Testing

The i-MiEV isn't an electric car that only works in principal, it also works fantastically well in practice. The i-MiEV has completed over 312,000 miles of on-road testing, which includes high speed, long-duration, crash, low temperature, water and vibration tests. Plus there are over 3,000 vehicles in daily operation; 25 of which have been brightening up the roads in the West Midlands since 2009.

### Intelligent Choice

The i-MiEV has raised the curtain on a new era of motoring and it alters the way we perceive, run, and drive our cars. At its core is intelligence. Intelligent performance. Intelligent design. Intelligent running costs. Intelligent thinking. Now all that remains is for people to make the intelligent choice.

**The Mitsubishi i-MiEV is now available from [dealer name] Mitsubishi. For more information or to book a test drive, call XXXXX or visit the showroom.**

INTELLIGENT *MOTION*