

## New Gen Space Star\*

### The Geometry of Cool

---

Six years after its European debut – and after 653,065 units sold in 90+ countries worldwide (March 2012 to Sept. 2019) of which 205,264 cars in Europe – MMC's efficient Space Star benefits from a significant make-over meant to sharpen its look and credentials and therefore, to offer a cool yet rationale alternative to European customers with J-reliability and new ADAS features to match.



Launched at the Bangkok Motor Expo on November 28<sup>th</sup>, 2019, the 2020 Space Star will be premiered in Europe at the Brussels and Vienna Motor Shows in January 2020, prior to its retail launch across the MME33 area.

Between January and September 2019, Space Star has been MMC's best seller in Europe (MME territory) with 33,630 sales i.e. 22.8% of the total MME volume.

Main highlights for that New Gen Space Star include:

- **New front & rear design**
- **Higher grade interior – upholstery & fittings**
- **New ADAS systems**
- **Improved fuel efficiency**
- **Advanced Smartphone-linked Display Audio (SDA)**

## Global Small

The result of the ambitious “Global Small” project initiated by MMC in 2009, Space Star is a unique product in the sense that it was developed to meet the demands of a specific group of global customers.



Wherever they are, in mature or emerging markets, they seek the same combination of space, fuel / emission efficiency and modest running costs whilst rejecting the obvious engineering limitations of so-called “low cost” products.

To reach that goal, MMC launched “Global Small”, a vast project implementing advanced technologies (sophisticated aerodynamics, clever weight reduction, rational packaging, high-efficiency powertrains, ...) to address these global issues together with all-new manufacturing facilities.

The “Global Small” Project included an all-new small car architecture, two different vehicles (the Space Star 5-door hatchback and the Attrage 4-door sedan), an all-new family of engines, as well as a new plant in Thailand (MMC’s third in the country since then supplemented by another one in The Philippines).

Since its initial launch in March 2012, Space Star sales volume has represented 653,065 units (from a Global Small total of 932,301 cars) split as follows:

1. Europe**	205,264 units
2. ASEAN	196,951 units
3. North America:	138,836 units
4. Japan:	49,269 units
5. Australia & New Zealand:	30,005 units
6. Latin America:	18,823 units
7. Middle East & Africa:	13,873 units
8. North Asia:	44 units

In parallel, Attrage brought another 279,236 “Global Small” sales to MMC.

Between January and October 2019, 33.630 Space Stars were sold in Europe (+7%) – Top Five: Germany (17.925 units or 53% of the total MME), Italy (3.473 units), France (2.662 units), Netherlands (2.416 units) and Austria (1.407 units).

## Small (not so...) in Europe

The small car segments (A- for 1,027,000 sales / B- for 3,011,000 sales – source: JATO EU12 2018 figures) are still the largest in Europe, yet they represent both challenges and opportunities for most OEMs:

- Challenges:

- ⇒ Demands for ever tighter regulations driving weight & cost up vs. limited margins.
- ⇒ Competition vs. low cost offerings in a context of tighter disposable income in the region
- ⇒ Intense competition altering the balance between volume & profitability
- ⇒ Yet, need to operate large scale manufacturing operations

- Opportunities:

- ⇒ Mature models offering EU customers space, comfort, safety and features previously available with more expensive C-Segment vehicles
- ⇒ Potential expansion of customer base towards multi-vehicle households (source ACEA 2016 / 2 cars per household):
  - Austria: 21%
  - Belgium: 24%
  - France: 30.3%
  - The Netherlands: 18.8%
  - Etc,...
- ⇒ Ability to lower average corporate fuel economy & emission levels

In this context, the very nature of MMC's Global Small Project, based on high efficiency / high quality J-engineering, has found a very positive echo in Europe – the largest of all global markets for Space Star to date (31.4% of the total):

- ⇒ Vast interior B-Segment space
- ⇒ Affordable A-Segment purchase price
- ⇒ Comfortable ride
- ⇒ Extensive list of features
- ⇒ Low running costs
- ⇒ Japanese quality & reliability

The growing success of Space Star in traditional small car markets such as France and Italy (resp. +113% - source Dataneo and +76.6% - source UNRAE) between CY18 and CY19 (9 months) tends to vindicate even further this product strategy.

Beyond, Space Star engineering credentials supports Mitsubishi Motors' low emission credentials in a CAFE context, further to global plug-in hybrid Outlander PHEV best-seller (42.5% of MME's total 9 months CY19 sales – combined volume).

## **The Geometry of Cool**

Whilst retaining Space Star's attributes of fuel economy / low CO<sub>2</sub> emissions, vast interior space within a limited footprint as well as modest running costs, MMC also carefully monitored market feedback.

Building up on the success of the substantially face-lifted MY16 iteration (+ 12% between CY16 and CY17 and then + 15% from CY17 to CY18 in Europe) largely driven by its fresher design, Mitsubishi Motors decided to continue with the sharpening, this time with the introduction of its Dynamic Shield visual identity.



First introduced in concept form in 2014, the “Dynamic Shield” front face has since been deployed on all MMC vehicles, whether passenger cars, kei-cars, SUVs, MPVs or pick-up trucks to good effect, proving de facto its relevance and versatility.

Following the same idea developed for MY20 ASX and MY20 L200, the whole front of the car ahead of the windshield (bonnet, wings, bumper, grille. Lighting system – LED depending on market & model) has been totally redesigned with the Dynamic Shield bringing a sense of motion, protection and craftsmanship..

A significant effort in terms of investment and manufacturing, this complete make-over transforms Space Star into a sleek and dynamic-looking small car with a more assertive stance, yet retaining nimble dimensions (only + 5 cm to a total of 3,845 mm)

At the rear with a new, wider and sharper bumper was developed, meant to make the car to look lower and wider with a renewed sense of proportion further enhanced by the new design of the new rear L-shaped (LED) tail lamps.



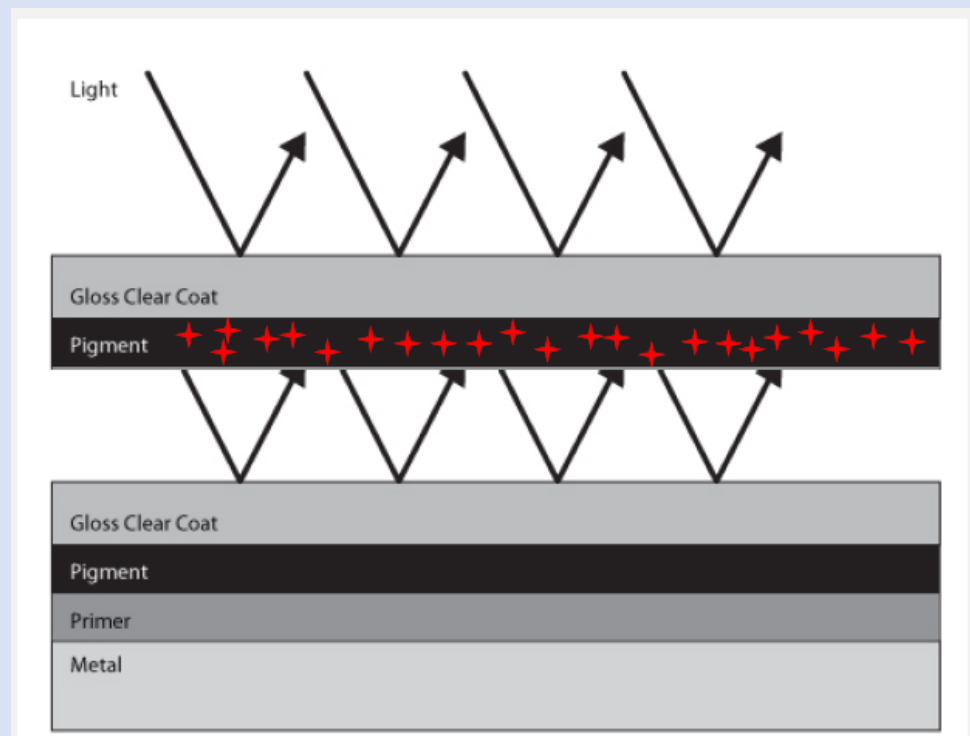
The overall effect is further enhanced by the long roof spoiler with integrated high-mounted stop lamp, also contributing to excellent aerodynamics (Cd: 0.27).

Visually more assertive, the 2020 Space Star can also count on more elaborate new wide-spoke 15" machine cut alloy wheels to enhance its new-found sense of dynamism, filling the wheel arches better than before.



That brighter new personality is further enhanced by the availability of two new colors: Sand Yellow metallic and White Diamond.

The latter makes use of the new and very elaborate multi-layer/multi-backing process first introduced with Eclipse Cross (in red) in 2017 and then, L200 (in white) in 2019:



Last but not least, an extended range of genuine accessories matching the car's more outgoing personality have been created by MMC Design, including:

- Carbon-pattern under grille garnish, repeating the same red stripe motif used in the front upper grille
- Color-keyed front airdam
- Color-keyed side airdam (with carbon pattern accent & red stripe)
- Color-keyed rear airdam (with carbon pattern accent & red stripe)
- Black finish 15" alloy wheels



## Finer Interior

The sharpening brought by the extensive exterior restyling was extended inside the car too – a response to European customers' feedback including:

- New upholstery (available either in black or grey):



- ⇒ Standard combination of geometric pattern fabric (center) and knit effect (sides), with or without stitching depending on trim level
- ⇒ Optional combination of graphic pattern fabric (center) and synthetic leather (sides) with stitching and piping.

- New door trim with fabric insert, fabric covered armrest and carbon pattern accents



- New switchgear layout & under dash storage
- New folding armrest on driver's seat (CVT version only)
- New semi-high contrast meters with carbon pattern face and sharper markings

## Safer Small

For 2020, the New Gen Space Star brings big car safety to the small car segment, with Advanced Driver-Assistance Systems (ADAS) features often not available amongst its A-Segment peers:

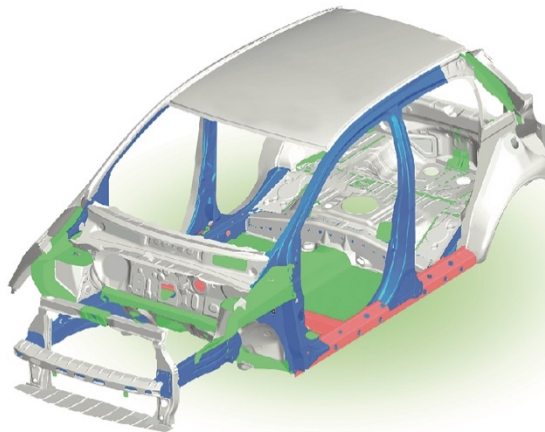
- Forward Collision Mitigation system (FCM) with Pedestrian Detection
- Lane Departure Warning system (LDW)
- Automatic High Beam (AHB)
- Rear view camera

## Efficiency First

Since its market introduction in 2012, Space Star has offered a wider global audience access low environmental impact motoring, measured in terms of fuel economy and CO<sub>2</sub> emissions.

A further application of MMC's efficiency-first engineering philosophy, this technology package included:

- All-new "Global Small" architecture,
- Advanced aerodynamics (Cd. 0.27),
- Thorough weight management strategy - structural optimization and extensive (60%) use of high-tensile strength steel of the overall structure over the industry standard of 200/250 MPa, resulting in a weight as low as 860 kg minimum (only + 15 kg vs. the outgoing model)



- Rational footprint (3,845 mm now) with accommodation for five with a total legroom of 1,651 mm,
- All-new high efficiency lightweight 3-cylinder petrol engines (1.0 liter / 71 ps / 88 Nm and 1.2 liter / 80 ps / 106 Nm) fitted with Mitsubishi Motors' MIVEC variable valve timing system as well as an Auto Stop & Go system (depending on model).

- Furthermore, Space Star's efficient engines are mated to equally highly efficient all-new 5-speed gearbox or INVECS-III CVT. (only with the 1.2 liter engine for the latter)

For 2020, MMC engineers have also incorporated a high efficiency 130A alternator as well as new gear ratios for the 5 M/T gearbox.

## Connection

For 2020, Space Star is equipped with MMC's Smartphone-linked Display Audio (SDA) system. Available in 16 different languages, it offers the same functionalities found in the larger MMC models (navigation, telephone, music,...) accessible via a large 7" WVGA touch screen as well as USB capabilities (video & music), DAB functionality and the safety of a rear view camera.



\*"Mirage" in The UK

**\*\*\*Europe\*\*:** ARMENIA, AUSTRIA, AZERBAIDJAN, BELGIUM, BULGARIA, CROATIA, CYPRUS, CZECH REPUBLIC, DENMARK, ESTONIA, FINLAND, FRANCE, GEORGIA, GERMANY, GREECE, HUNGARY, ICELAND, IRELAND, ISRAEL, ITALY, KAZAKHSTAN, LATVIA, LITHUANIA, MACEDONIA, MALTA, The NETHERLANDS, NORWAY, PALESTINE, POLAND, PORTUGAL, ROMANIA, RUSSIA, SERBIA, SLOVAKIA, SLOVENIA, SPAIN, SWEDEN, SWITZERLAND, The UK, TURKEY, UKRAINE.

All data subject to final EU homologation  
Availability of features according to market & model

**November, 28<sup>th</sup> 2019**

**About MITSUBISHI MOTORS**

Mitsubishi Motors Corporation is a global automobile company based in Tokyo, Japan, which has a competitive edge in SUVs and pickup trucks, electric and plug-in hybrid electric vehicles. Since the Mitsubishi group produced its first car more than a century ago, we have demonstrated an ambitious and often disruptive approach, developing new vehicle genres and pioneering cutting-edge technologies.□Deeply rooted in Mitsubishi Motors' DNA, our brand strategy will appeal to ambitious drivers, willing to challenge conventional wisdom and ready to embrace change. Consistent with this mindset, Mitsubishi Motors introduced its new brand strategy in 2017, expressed in its "Drive your Ambition" tagline – a combination of personal drive and forward attitude, and a reflection of the constant dialogue between the brand and its customers. Today Mitsubishi Motors is committed to continuous investment in innovative new technologies, attractive design and product development, bringing exciting and authentic new vehicles to customers around the world.