

New Gen ASX (MY20)

Impact & Impulse

Mitsubishi Motors Corporation's # 3 global best seller (after Outlander and L200), ASX is key to the Company's strategy.



Such is the reason why after a successful nine year global career, MMC has decided to invest in a substantial upgrade, far beyond industry standards for face-lifts, incl:

- All-new sheet metal ahead of the windshield, featuring MMC's Dynamic Shield
- New moldings (front & rear bumpers)
- New LED lighting system (front & rear)
- New colors, accents & wheels
- Revised dashboard with larger 8" display
- New SDA connected functionalities*
- Upgraded powertrain:
 - o High torque 2.0 liter SOHC MIVEC petrol engine (150 ps @ 6,000 rpm & 195 Nm @ 4,200 rpm),
 - o 5 M/T or INVECS-III CVT with 6-speed Sports Mode*
- Re-introduction of 4WD*

The New Gen ASX will be launched in Europe (MME territory**) from Sept. 2019 onwards*.

2009 – MMC goes Compact SUV

When ASX was launched in 2009 (Spring 2010 in Europe), it allowed the Brand to extend its renowned 4WD & SUV expertise to a wider audience one notch below the mid-size Outlander, at a time the compact SUV segment was still in its infancy.

One of the pioneers of the genre, ASX came about as 1) the next development of Mitsubishi Motors' "Project Global" versatile architecture and 2) the translation in series production of the well received Concept-cX, unveiled at the 2007 Frankfurt Motor Show:



ASX found quickly its market, starting with Europe (25% of the global volume) where it remained Mitsubishi Motors' best seller several years in a row with a 30+% volume share:

CY	TOTAL ASX in EUROPE** (MME data)	Share within MME** Total Sales
2010	22,361	17.7%
2011	48,061	35.5%
2012	32,385	35.8%
2013	26,813	28.1%
2014	36,127	30.5%
2015	46,328	30.2%
2016	36,691	26.2%
2017	40,308	28.9%
2018	32,362	19.6%
2019 - to April 30 th	11,472	18%
TOTAL	332,908	27.1%

Globally, with 1,36 million units sold (to March 2019 – FY MMC data), ASX has met with the same success across over 90 markets:

- Western Europe:	343,241 cumulated sales
- North America:	312,229 cumulated sales
- China:	260,481 cumulated sales
- RU/UA/KZ:	116,333 cumulated sales
- Australia:	110,161 cumulated sales
- Japan:	36,339 cumulated sales
- Other markets:	182,212 cumulated sales

Today, positioned as Mitsubishi Motors' entry SUV, alongside the sharp Eclipse Cross SUV Coupe and the Outlander/Outlander PHEV flagship, the ASX nameplate continues to offer a blend of stylish SUV-ness, compactness, practicality and 4WD safety to active urban customers across Europe.

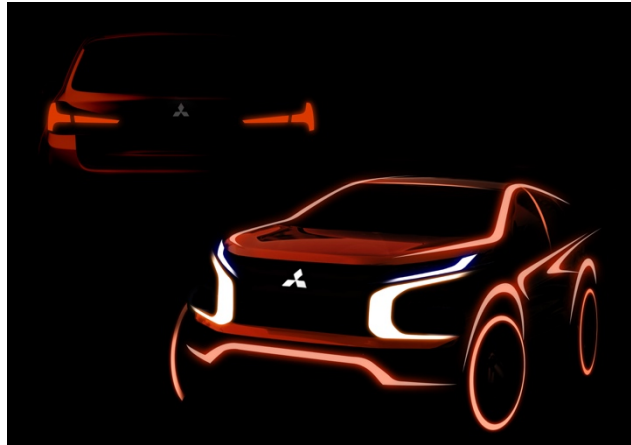
2020 - Dynamic Shield

ASX' ability to lure customers since 2010 has been supported by steady freshening every three years to keep up with market trends as well as with the Brand's own evolution.

Such was the case in 2013 (when the contours of the so-called "Jet Fighter" grille were softened) and again in 2016 (with the adoption of Mitsubishi Motors' new "Dynamic Shield" visual identity):



In 2019, ASX (MY20) now fully embraces the Dynamic Shield concept with a complete redesign of the front part of the car, involving new sheet metal stampings ahead of the windshield – a substantial investment in new tooling, stressing the importance of this model for the Corporation.



Tagged "Robust & Ingenious", this new design theme adds presence to ASX with a renewed sense of robustness befitting Mitsubishi's 80+ year 4WD heritage.

- **Front view:**

Still in its second generation***, this now extensive Dynamic Shield treatment broadens visually ASX with a higher clamshell hood, squarer fenders as well as a combination of substantial horizontal and vertical structures.

Below, the new bumper embraces the protective shield blades either sides while the squared horizontal and vertical line treatment of the grille and matching indentations, together with the skid plate, express strength and toughness.

For their part, the square turn signals and LED fog lamps – beneath the LED headlights – firmly planted at the extreme ends of the redesigned bumper, also contribute to New Gen. ASX' sure-footed stance.

- **Rear view:**

The same logic applies to the rear where ASX now uses LED rear combination lamps (except for turn signals) featuring an elongated horizontal blade design that stretches across the width of the car accentuate that wide and stable stance.

The styling of the new rear bumper itself suggests strength with sharper contours, corner extractors and an elaborate skid plate.

New metallic paints* (Red Diamond and Oak Brown), new accents* (side garnish on front fenders,...) and chunky new 18" alloy wheels further support ASX' renewed personality.

2020 - Crafted

More substantial, yet with finer detailing, the new exterior design of the 2020 ASX is mirrored inside the car where the evolution centers around finer grade material (for both cloth and leather trim), improved ergonomics (new A/C dial controls) and a sportier black cloth headlining.

This feeling of craftsmanship complements the subtle improvements brought for the last previous MYs, such as the richly metal-textured trim dressing the lower center console or the soft-touch knee pads on either side of that same console

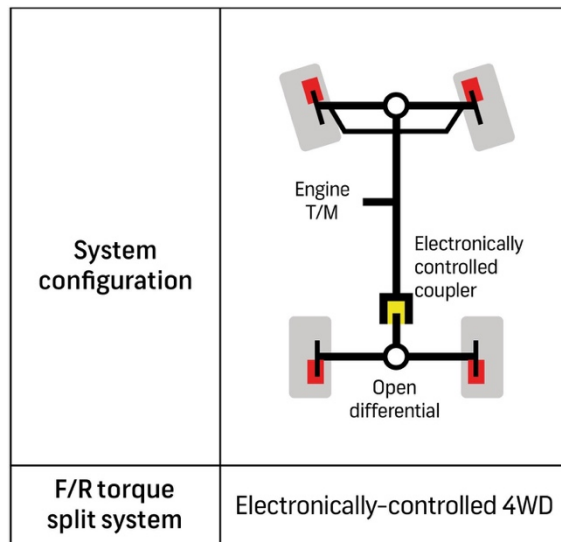
2020 - Smart(er) Link

For the EU-specs MY20 ASX, the Smartphone-link Display Audio (SDA) has been improved* to offer more advanced connectivity:

- The size of the display has been increased from 7" to 8".
- Videos stored on USB memory sticks can also now be viewed on the SDA screen****.
- The start of operation has been increased, once ACC is on, compared to the previous system.
- The connectivity has been upgraded to Level 2 (vehicle data usage – read only)
- As a result, a new app using speedometer, odometer, warning lamp and other vehicle information will be made available to ASX customers. This app will check driving range and provide navigation to the nearest fuel stations. It will provide guidance on optimum maintenance and inspection intervals.
- The navigation function is now provided by a TomTom system*. Real-time traffic information can now be accessed by connecting to the internet using a smartphone.

2020 - 4WD returns to Europe

Consistent with its expertise, reputation and positioning as a SUV expert backed by 80+ years of 4-Wheel Drive know-how****, Mitsubishi Motors has decided to offer a 4WD version again to its European ASX customers after a short hiatus.



A permanent set-up, the ASX' 4-Wheel Drive system offers the driver a choice of three modes to match traction control to his preferences or driving conditions.

The center differential has an electronically controlled coupling that uses feed-forward control to determine the optimum front/rear torque split from sensor data on throttle opening, vehicle speed, road conditions and driver inputs:

- In 2WD mode, torque is brought only to the front wheels to realize nimble driving and better fuel economy.
- In 4WD AUTO mode, torque transfer is controlled to allow progression and steering on dirt tracks and/or adverse on-road conditions (from 98 % front / 2 % rear to 50 % front / 50 % rear).
- In 4WD LOCK mode, approx. 1.5 times the torque of 4WD AUTO mode is transferred to the rear wheels to improve traction on poor road surfaces and when the vehicle is stuck, thus making powerful 4WD performance on all surfaces.

The vehicle stability is further enhanced with a stronger bias towards the rear wheels in 4WD AUTO and 4WD LOCK modes. In addition, improved control to avoid braking on tight corners enhances traction when the front wheels are not in a straight line when starting.

Compact and lightweight, ASX' 4WD system achieves good fuel economy by employing low-viscosity oil in the transfer case.

Lastly, in terms of ergonomics, the transition from mode to mode is easy, the driver needing only to turn the illuminated easy-to-grip dial positioned prominently between the front seats.

2020 - High torque

To better suit the stronger personality given to ASX for this MY20 iteration, Mitsubishi Motors has decided to upgrade its petrol powertrain from the previous 1.6 liter unit to the larger « 4J11 » 2.0 liter unit also shared with some versions of the bigger Outlander.

Of particular note:

- The switch from a double overhead camshaft (DOHC) architecture to a more compact single overhead camshaft (SOHC) arrangement contributes – in proportion – to contain weight.
- This « 4J11 » 2.0 liter SOHC features Mitsubishi Motors' continuously-variable valve timing MIVEC system ("Mitsubishi Innovative Valve timing Electronic Control system") to improve fuel consumption by reducing pumping loss.
- This new ASX powertrain is can be ordered with MMC's AS&G system, compatible with either manual or CVT gearboxes
- Compared to the previous 1.6 liter engine, this higher displacement engine offers the extra performance, required to venture off-road or to tow (MMC data of EU spec car – subject to final homologation):

	Power	Torque	Towing capacity
Previous 1.6 DOHC	115 ps @ 6,000 rpm	154 Nm @ 4,000 rpm	1,200 kg
New 2.0 SOHC	150 ps @ 6,000 rpm	195 Nm @ 4,200 rpm	1,300 kg

- Similar in concept to the unit fitted to Eclipse Cross, MY20 ASX' INVECS-III CVT gearbox incorporates a Sport Mode manual override.

With its six gears, the Sport Mode provides close ratio gearing that covers a wide gear ratio bring maximum potential of the engine.

The CVT control uses a new 'Step-up' shifting control system to reduce the hesitation feeling common to CVTs as engine speed seems to get ahead of the continuous gearing.

Step-up shifting logic helps delivering a powerful sense of acceleration using a subtle momentary change in driving force to create the sensation that the CVT is shifting gears like a traditional automatic transmission.

The effectiveness of the CVT gearbox can be further appreciated when comparing passing acceleration values with that of the manual gearbox, a key active safety factor during routine daily driving (MMC data of EU spec car – subject to final homologation):

<i>*where legal</i>	Maximum Speed*	0 – 100 km/h*	120 – 140 km/h*
<i>Previous 1.6 DOHC (M/T 2WD)</i>	<i>183 km/h</i>	<i>12"2</i>	<i>17"0</i>
New 2.0 SOHC (M/T 2WD)	190 km/h	10"2	13"7
New 2.0 SOHC (CVT 4WD)	190 km/h	12"2	7"2

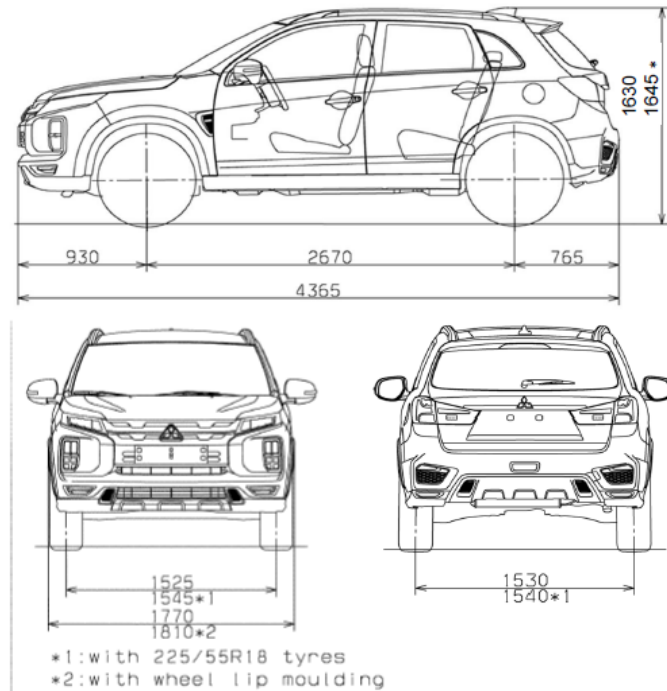
Fuel economy & emissions figures will be made available once the EU homologation process will be completed.

2020 - Dynamic control

In addition to the existing Forward Collision Mitigation (FCM*), Lane Departure Warning (LDW)* systems or Hill Start Assist function*, the new MY20 ASX will bring a new (laser) Radar sensing Mis-sacceleration mitigation System (RMS)* meant to prevent hitting obstacles coming in the way of the vehicle.

RMS operation conditions are as follows:

- Speed below 10km/h
- Detect the vehicle or obstacles within approximately 4m in front of your vehicle
- Accelerator pedal was depressed promptly and too strongly
- Driver do not steer to avoid obstacle



*Availability according to market & model

**32 markets (excl. RU & UA)

*** First generation: 2016 Outlander / second generation: 2017 Eclipse Cross

**** Only when the vehicle is stopped

***** Since the 1936 PX33 4WD torpedo

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.
