

Mitsubishi New Gen L200

A racer for Australia's 2019 SuperUte series

In Australia, Mitsubishi Motors' Triton (L200 in Europe) has secured a very solid market position for years.

So much so that last year, it became Mitsubishi's best-selling model in the country with over 24,000 units sold: a performance which helped the Brand growing for the fourth consecutive year, beating the previous record set in 1998.



Utes...

Australia is also a market with its own products specifics, of which "utes" are the best known representatives. Called elsewhere "pick-up trucks", they used to include local derivatives of two-door passenger cars fitted with an integrated bed in the back. Whilst such typical local products gradually disappeared, the term "ute" is now used for vehicles such as Mitsubishi's Triton/L200, including the New Gen. Triton/L200 which will be launched in Europe in just a few months.

... Go racing

Australia is also a land of motor sports with iconic race cars, legendary drivers and landmark events gathering huge crowds of fans and supporters.



In this context, “utes” are not excluded and Mitsubishi Motors Australia has backed “Team Triton Racing” to put the new MR Triton on the track in the 2019 SuperUte Series at the Superloop Adelaide 500, where it finished 3rd.

Team Triton which already ran two Triton in the 2018 series and has added a third car to the team to be driven by Elliot Barbour and Cameron Crick with dual Dakar Rally Champion Toby Price also driving for the team in select rounds.

Team Triton's major sponsor Mitsubishi Motors Australia has increased their factory backing of the team just as new improvements to the SuperUte Series in 2019 arose, including new race tires, lower ride heights, more performance and louder exhausts.

<https://vimeo.com/320411926> (password: **triton**) - social media broadcasting-only

March 21st, 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.
