

Mitsubishi Motors Dendo Drive House

“Be Part of the Energy”

Taking stock of the substantial transformations affecting the auto industry, Mitsubishi Motors Corporation is about to introduce the next (real-life) building block of its electro-mobility strategy.

After the vehicles (i-MIEV and Outlander PHEV for now but more models to follow), the infrastructure-related solutions (V2X compatibility, onboard 1,500W 230V sockets, direct powering of A/C & accessories, ...), the dealership operations (EV-dedicated “Dendo Drive Stations” in Japan), it now connects car + house + grid via its soon-to-be retailed “Dendo Drive House” package or “DDH”.



The Electric Iceberg

In a triple context of climate change, customer defiance and volatile energy price & sourcing, the auto industry is going through a major shift.

In order to move forward, it has no other choice but to re-invent itself which implies a revolution of mindset, technologies and business models of which electrified vehicles are only the tip of the iceberg.

Mitsubishi Motors Corporation (MMC) is obviously part of that ambitious new game, but with a difference...

... whilst smaller than many of its competitors, it has started electro-mobility R&D back in 1966, making today's developments a natural step in its own long term evolution.

... away from any obvious marketing hype, it took two bold real-life steps, 1) launching i-MiEV in 2009 – the first mass production EV from a mainstream manufacturer and 2) launching the EV-based Outlander PHEV in 2013, pre-empting the Plug-in Hybrid SUV segment of which it has become the global market leader since launch.

... so much so that its forthcoming product line-up will incorporate electrified powertrains with dedicated solutions for each segment & vehicle.

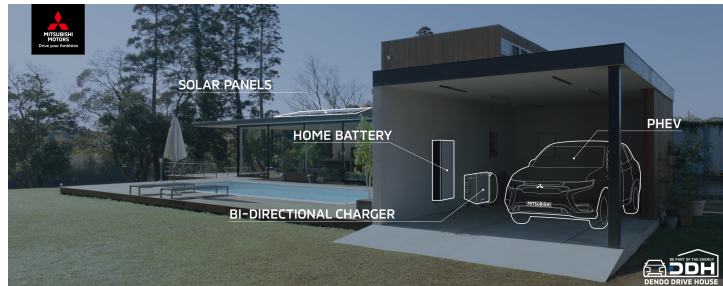
... even more important, MMC considers the whole electro-mobility iceberg – not just the EV tip – with developing a comprehensive energy eco-system of which the car is one of several elements.

Eco-system

Unveiled at the 2019 Geneva Motor Show, the Dendo* Drive House is an eco-system solution for home and vehicle meant to generate, store, and share power, making the car part of the energy infrastructure.

Due to be retailed during FY19, first in Japan and Europe, DDH benefits from real-life EV usage & behavior intelligence gathered around the world from 190,000 Outlander PHEV customers and also from several V2X and EV pilot projects – a unique asset in the Industry.

*DEN (electric) DO (Drive).



Taking advantage of Outlander PHEV's V2X compatibility, DDH is a Mitsubishi Motors packaged system comprising the EV or PHEV vehicle, a bi-directional charger, solar panels, home battery and the Home Energy Management System (HEMS) - it is designed for home use but could be expanded to corporate or industrial facilities.

DDH will be offered as an inclusive deal at Mitsubishi Motors dealerships - making it easier for customers to order it – bundling together the sale, installation and maintenance* of the system components.

Once installed, this DDH package will allow customers to charge their vehicle at home using (sustainable) solar-generated power, and also to supply electricity from their EV/PHEV to their home.

Doing so, they can reduce their fuel costs by using solar panels to generate power during the day for charging their EV/PHEV and domestic storage batteries, while at night, they can reduce their power costs by using the bi-directional charger to supply power from their EV/PHEV to their home.

In parallel, they can also contribute to the creation of a low-carbon environment by relying on the electricity generated by solar panels to power their domestic appliances or to provide the power required to operate their MMC EV/PHEV.

*In certain countries and regions, installation and after-maintenance will be handled by outsourced contractors.

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NEWS RELEASE

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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.