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Today it is my pleasure to introduce you to our design for a true heir to the Mitsubishi Motors brand – an authentic SUV. Our design philosophy “Robust & Ingenious” will always be the future of Mitsubishi Motors design. It is the difference that makes our cars like no other. This new model opens the next chapter of “Robust & Ingenious” - mobility to drive your spirit of adventure.

Mitsubishi Motors has long been a pioneer in Indonesia and the ASEAN market. Our lineup has grown and evolved with the region. In the early years, Mitsubishi commercial models like the L300 light utility vehicle and the Strada L200 pickup truck moved people and business. When customers wanted a passenger car for private and family enjoyment - something practical with a touch of luxury -, we answered with the high-end Pajero Sport and the Xpander series of 7 seaters.

Now, our ASEAN customers want more. They seek personal fulfillment. A car that says, “this is me.” A daring, dynamic companion for private and family adventures, but of course, practical, safe and comfortable. A compact SUV, but roomy enough for a young family.

Today we widen the gateway to Mitsubishi mobility. For more customers in Indonesia and the ASEAN region, this adds a new and exciting option as a first or second Mitsubishi model. Beyond the beauty and function of styling, this design moves emotions. It will carry a new generation of ambitious drivers and their passions anywhere.

It's full of convenient features, plus safety functions for regional driving conditions. For example, the Normal, Gravel, and Mud drive modes are joined by a new Wet Mode – a Mitsubishi Motors first. It adds confident control in sudden rainstorms or even on flooded roads. We're expanding the market pioneered by Xpander with this new model.

Designed especially for this important role, the design concept for this new model is "Silky & Solid." "Silky" is new elegance and excitement in our look. Like silk, it is natural and authentic. It looks and feels good. It is practical luxury. And when it moves, it flows. Fluidity begins from our three-diamonds up front and flows naturally along the side surface. The floating roof and C pillar architecture augment its airy silkiness.

"Solid" will be the design foundation of every Mitsubishi model. The body has the look and feel of mass – the solidity of safety and reliability. Packaging and proportions feature an elevated bone line for proportions with Mitsubishi Motors-ness, and the higher ground clearance of a genuine SUV to get you through any road conditions. The result is a commanding presence on the road. The higher SUV-style eyepoint gives the driver great visibility. Outside, defined fender flares tell the story of its solid SUV roots. The strength and agility of an athlete beneath the solidity.

Dynamic Shield and T-shape lamps are the iconic features of the Mitsubishi Motors design identity. Here, they evolve and point to the next exciting looks from Mitsubishi Motors. Dynamic Shield continues to be our symbol of strength and protection. In this new generation, the Dynamic Shield is seamlessly and structurally integrated, adding new depth and dimensionality to silky and solid styling.

New T-shape lamps with slitted accents enhance both our identity and driving safety. The T-shape clearly defines body corners for oncoming traffic and highlights the wide stance. From the front or behind, the signature lamp design tells everybody, this is a Mitsubishi model.

Interior design, like the exterior, flows with elegance and modernity. I look forward to showing you all the new and exciting details in the near future.

This new model is the dawn of a new era of exciting Robust & Ingenious design from Mitsubishi Motors.

- More robust reliability,
- More pulse-raising styling,
- And even more Mitsubishi Motors-ness inside and out.

The next generation of design to inspire new pride and excitement in your ownership of a Mitsubishi model.

Your adventure and the future begins.
