

**i MiEV**



## A new concept for the future

At Mitsubishi Motors we've transformed the way we think. Our goal is to become a world leader in the reduction of CO<sub>2</sub> emissions on a global scale. That's why all our vehicles now have a smaller carbon footprint, be it through Auto Stop & Go technology, fuel efficient tyres, aerodynamics, cleaner engines, components made from recycled parts or the use of plant-based resins instead of plastics. Of course, as the very first mass produced electric vehicle to be released to the UK market, the i-MiEV is currently the ultimate eco-friendly vehicle; we are now also developing new plug-in hybrid and flexible fuel vehicles. Some of our vehicles are already more than 95% recyclable.

But at Mitsubishi Motors it's not just our cars that are greener. In our offices we're saving waste, power, packaging and becoming paper-free. And our manufacturing process is cleaner too – we employ sheep to keep the grass short; we've planted hundreds of thousands of trees and eliminated environmentally hazardous substances; our factories are switching to water-based paint and working towards zero landfill waste. And with high-efficiency automation, we're doing much of this with the lights turned off. Our philosophy is one of continual evolution and improvement. **We call this Intelligent Motion.**



INTELLIGENT  MOTION



i-MiEV shown with Tamashii Pack and optional red dashboard and centre console.

## The car with a conscience

If you could, would you drive a car which emits no carbon dioxide and, consequently, has a vastly reduced effect on our environment, yet demands absolutely no compromise in terms of comfort, convenience or fun? Of course you would; and now you can. After decades of experimentation, innovation and trials you can now buy the Mitsubishi i-MiEV, a pure-EV which not only provides all the sophistication you'd expect from a modern car, but actually surpasses its old-technology rivals

around the environment for which it is built – twenty-first century urban streets. Furthermore, the UK government will reward you with all manner of incentives to drive it: no road tax to pay, no Benefit in Kind company car tax to pay, no London congestion charge to pay, no parking fees to pay in many areas, one hundred percent write-down allowance against Corporation Tax in the first year and a very generous £5,000 Plug-in Car Grant towards its purchase price.

Thanks to the advances in large lithium-ion battery technology, the new generation pure-EVs like i-MiEV give a range of around 90 miles on a full charge. Now compared to a full tank of fuel this may not seem very far, but the fact is that 70 percent of UK drivers travel less than 50 miles a day and, unlike a fossil fuel car, you don't have to make a special journey to recharge; indeed, with the i-MiEV all you need do is plug it into a 13A socket when you get home, or to the

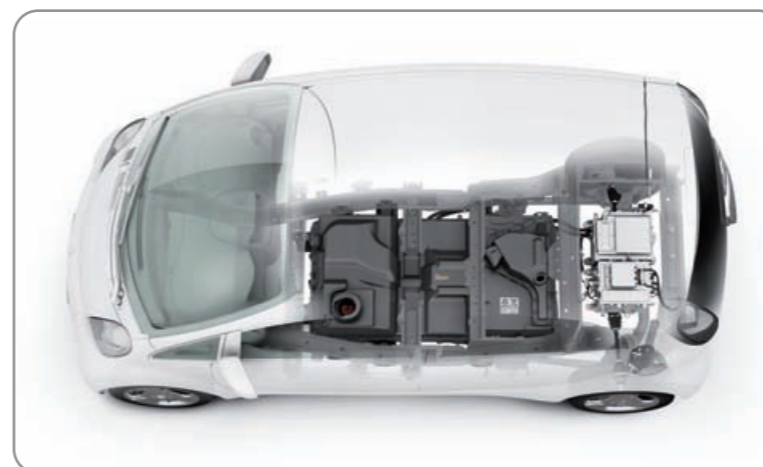
office, or to the car park. The car park? Yes, the government has allocated £30 million to providing plug in places in public places like shopping centres and car parks in major conurbations throughout England, Scotland and Northern Ireland. There are web sites to keep you up to date with their locations, as well as downloads for your satellite navigation and 'phone. The future of personal transport has arrived – its face is the Mitsubishi i-MiEV.



i-MiEV shown with optional 'In Bloom' graphics, red leather dashboard and centre console.

## A new take on a cult car

The Japanese government has been encouraging the purchase of small, highly efficient cars for over half a century: they even have a special name for them – Kei-cars – and they can be no more than 3.4m long; that's shorter than a modern Mini. In Japan Mitsubishi's Kei-car is a cult, and the winner of numerous awards. You don't need to be Japanese to appreciate this modern vehicle with the tiny footprint, elegant, fluid shape – contemporary without being contrived – and superb ride. It is a phenomenon in its own right. As the i-MiEV (the i Mitsubishi innovative Electric Vehicle) it's been in road trials for three years, involved in official government trials in the UK since 2009, and voted Electric Vehicle of the Year in both 2009 and 2010; it may be new but it's far from unproven. What's more, all those years of making truly compact city cars has taught Mitsubishi a thing or two about maximising space: the i-MiEV is more than a metre shorter than some of its competitors, yet in the cabin, where size really does matter, the difference is just 73mm!

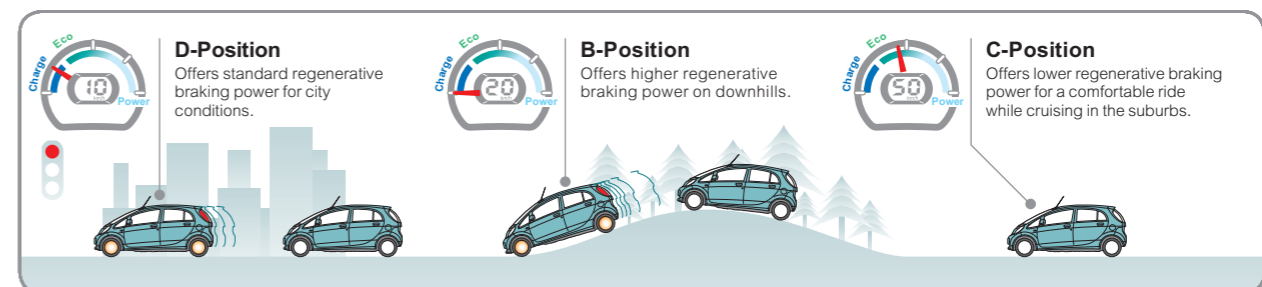


The i is not the first Mitsubishi to undergo the transformation into a pure-EV, indeed Mitsubishi have been doing this for over forty years, but its rear-midship layout is the perfect platform, allowing the batteries to be fitted low down under the floor whilst the motor and inverter are located just in front of the rear axle where the engine and transmission are in the Mitsubishi i. The combination of negligible overhangs, a high seating position and large windows make it a great city car, and its tiny footprint with even more notably tiny turning circle ensure it's superb for nipping around crowded city streets and utilising the most minuscule parking spaces.



## To drive it is to love it

To drive the i-MiEV is like nothing you have ever driven before. It is both relaxing and exciting in equal measures; it is also very, very easy. There is no noise, just the whisper of rubber on asphalt; there is no vibration as there is with a fossil fuel engine; there are no fumes, at least not from your car; and progression is silky smooth since you never change gear. Yet here is a car with the power to leave others standing. Far, far more responsive than you'd experience in any small fossil fuel car it exhibits a huge amount of torque right from the off. There is no lag, no slow progression of power; instead acceleration is instant, resulting in flying starts from traffic lights, junctions and roundabouts. This is all due to a highly efficient, permanent magnet synchronous motor, which generates high torque at low speeds, combined with the i-MiEV's lightweight steel monocoque body. What's more, the driving dynamics are superb – the long wheelbase, wheel-at-each-corner stance and low centre of gravity together promoting exceptional stability, whilst there's an excellent stability and traction control



One of the i-MiEV's many clever features is regenerative braking. During driving, as soon as the accelerator pedal is released the motor functions as a power generator, converting the i-MiEV's kinetic energy into electricity to recharge the traction battery. This feels similar to engine braking in a petrol or diesel-powered car and the effect can be varied, depending on driving conditions, by selecting one of three gearshift positions – D is the standard drive mode for urban driving; compared to the D position, B mode increases the regenerative braking effect during downhill driving, whilst C mode reduces it for smoother progress during longer runs where moments of acceleration and deceleration are limited.





Tamashii Pack interior shown with optional multimedia system and red centre console, seats and stitching.



Tamashii Pack interior shown with optional red seats and stitching.



Standard interior.

The i-MiEV's standard interior is a study in monochromatic sophistication – black with just the right hint of brushed silver for contrast. Quality leather wraps both the steering wheel and gear shift knob for greater tactile pleasure. Of course, you can spoil yourself and make your i-MiEV's interior truly unique with a wide range of leather seats to choose from (see above for one option), as well as a vast permutation of materials, colours and stitching for the trim and a number of well-designed accessories. For full details see pages 20-25.

## Spaciousness in a small frame

In sixty years of building small cars Mitsubishi have learned all there is to know about making the most of every millimetre: the i-MiEV's long wheelbase and tall stance provide a remarkable amount of room for such a compact car, whilst the large windscreen and low-slung dash make it feel even more spacious and ensure superb visibility. The seats are comfortable yet supportive with heating for the driver's side, whilst air conditioning combined with a deodorising air filter keeps the driving environment cool and fresh.

Whilst the exterior may look radical, the controls are conventional and so very easy to use. Attention to detail is conventional Mitsubishi too: remote central locking, power operated windows and door mirrors, an excellent audio and plenty of storage areas to keep valuables away from prying eyes. To make driving – and parking – even more pleasurable, the optional satellite navigation system includes Bluetooth hands-free 'phone kit, an iPod connection and a rear view camera which activates when reverse gear is selected – ideal for those tight city parking spaces.



The combination meter provides several gauges to help you monitor the power situation:



Perhaps the most consistently useful gauge, this shows the remaining distance range, calculated by the consumption of electricity over the previous 15 miles.



Maintaining driving speed in the Eco Zone will help increase driving distance, whilst the Charge Zone indicates that the battery is being charged.



When the battery has only 1/8 of its charge remaining the low energy warning indicator will flash.



When the battery power is near zero the power down warning lamp illuminates to alert you. To save energy the air conditioning will stop automatically, although the blower fan will continue to function.



Even with four passengers the i-MiEV allows 235 litres of cargo space but with both rear seatbacks folded forwards you get a remarkable 860 litres of flat, readily usable room.



The i-MiEV's 50:50 rear seatback split gives you the flexibility of space you have come to expect from a Mitsubishi.

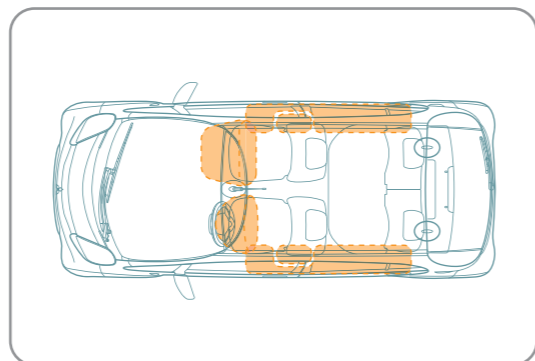


i-MiEV shown with Sugata Pack (graphics in silver) and optional red dashboard, centre console and steering wheel.

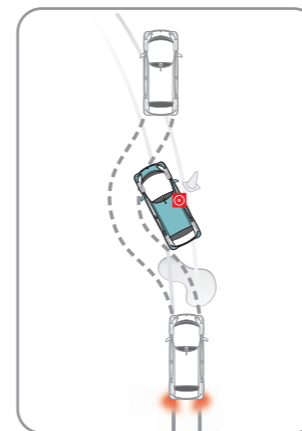
## Plug in to the future

The Mitsubishi i-MiEV gives you the ability to transport people and parcels from point A to point B in comfort and in safety. Like a conventional, fossil-fuelled Mitsubishi it is built using the company's RISE (Reinforced Impact Safety Evolution) frame to ensure that its extremities deform in a pre-programmed manner whilst the occupants remain safe within. It utilises ABS with EBD, six airbags, ISO-FIX child seat anchors, front and rear foglights and Mitsubishi's stability and traction control system. It can be serviced at any Mitsubishi dealer. But there convention ends. Urban travel will transform from frustration to relaxation and never again will you need to stop for fuel: instead the i-MiEV comes with a cable for connection to a 13A socket, giving you a full charge in around seven hours at an overnight, Economy7 cost of around one pound\*, as well as a socket for connecting to a rapid charger which will provide an 80% charge in around 30 minutes.

\*Correct as at July 2011



In the i-MiEV no fewer than six SRS airbags protect driver and passengers in the event of an accident.



### So much more than ABS

ABS helps to prevent wheel lock and aids control under heavy braking, but on the i-MiEV it also comes complete with EBD: this automatically adjusts the loading on each wheel to accommodate the distribution of weight within the vehicle. If you need to stop really, really suddenly, as in an emergency situation, power assistance boosts the pressure on the brake pedal.



Gusty Green



In Bloom



Kaleidoscope



Sport Black (also available in silver)



Ocean Swell  
Standard on Tamashii Pack



Rainforest



Triple Stripe Black (also available in silver)



Sugata Black (also available in silver)  
Standard on Sugata Pack



Surf's Up



Urban Angst

## Turning heads

As befits a genuinely stylish car, the i-MiEV provides you with a multitude of opportunities for personalisation. Externally there are no fewer than ten completely different vehicle graphics designs designed to turn heads on the high street, whilst Sport, Sugata and Triple Stripe are also available in silver. Interior combinations are even more adventurous, as you will see overleaf.

# A creative approach to interiors

You can spend many happy hours planning your i-MiEV's interior with the ultimate in mix 'n' match. Firstly there are four items in the cabin which can be individually selected for covering in leather – the dash, the centre console, the steering wheel/gear shift knob and the front armrest (available as an accessory). Choose from four different colours – red, blue, beige or black – with co-ordinating or contrasting stitching from the same colour palette. Want a change from leather? The dash can be covered in Alston instead, a suede-like fabric available in the same four colours. Then add your leather seats: choose from no less than five different patterns, one of which (Tamashii) is available in black with beige, blue or red inserts (as shown on page 14).

Take a look at these permutations for inspiration. Want to see how your ideas would look? Then take them to the i-MiEV car configurator on the Mitsubishi Motors in the UK website ([www.mitsubishi-cars.co.uk](http://www.mitsubishi-cars.co.uk)) and make your i-MiEV unique.



## Leather Seat Design Options

1. Mirror
2. Simplicity
3. Fanfare
4. Classic
5. Tamashii (shown with optional beige upgrade)



Interior options shown; red leather steering wheel and dash, black leather centre console, beige stitching throughout, MOMO gearshift knob, MOMO handbrake lever and plant resin floor mat set.



Interior options shown; black leather dash, steering wheel and gearshift knob, beige leather centre console, beige stitching throughout, beige leather armrest, MOMO handbrake lever, plant resin floor mat set and multimedia system.



Interior options shown; blue leather steering wheel and dash, black leather centre console, beige stitching throughout, blue leather armrest, MOMO gearshift knob, MOMO handbrake lever, plant resin floor mat set and premium audio system.



Sugata Pack interior shown with red Alston dash and red stitching for centre console, steering wheel and gearshift knob (additional cost options).

## Sugata Pack

Sugata means 'image' and it provides you with the freedom to suit your own. The basic Sugata Pack includes Sugata vehicle graphics, a high-gloss black rear spoiler, 7-spoke alloy wheels and, inside, a black Alston dash with black leather centre console all stitched in black. But you can change the graphics if you like, or even delete them altogether; you can change the colour of the dash and you can even change the colour of the steering wheel and shift knob, all at modest additional cost. A mat set made from PLA, a plant resin, complete the green credentials.



Tamashii Pack interior shown with beige leather dash, centre console, steering wheel and gearshift knob (additional cost options).

## Tamashii Pack

Tamashii means 'soul' and, like the Sugata Pack, it's designed to be flexible. The standard Tamashii Pack includes Ocean Swell vehicle graphics, whilst the interior boasts black leather seats with carbon-effect inserts and black stitching, a black leather dash and centre console with black stitching and the PLA plant resin mat set. But again you can change or delete the vehicle graphics, change to different leather seats and change to other bespoke options for the dash, steering wheel and shift knob. Like the Sugata Pack, additional costs apply – please speak to your Mitsubishi i-MiEV dealer for details.



# Accessorise your i-MiEV

The i-MiEV may be small in stature but its presence is huge, especially if you make use of the exterior and interior options. On these pages you will find a range of approved accessories to make it an even more perfect fit for your lifestyle, all of which benefit from the same excellent warranty as the vehicle itself if fitted at first registration. So before you place your order, consider carefully: talk to your dealer or visit [www.mitsubishi-accessories.co.uk](http://www.mitsubishi-accessories.co.uk) and make sure you make the most of your choice.

1. MOMO alloy/leather gearshift knob
2. Kenwood Multimedia System (includes reversing camera)
3. Kenwood iPod®/tuner
4. MOMO alloy/leather handbrake lever
5. Front centre armrest, folding



6. 15" 7-spoke alloy wheels
7. Boot tray, lightweight material
8. Floor mat set, 5-piece, PLA plant resin
9. Side protection mouldings, black (can be colour-keyed to body) and side sill extensions, gloss black
10. Roof spoiler, gloss black, attaches to existing lip spoiler

## Technical Specifications

Model		i-MiEV	
<b>Motor</b>			
Type		AC, permanent magnet synchronous	
Rated output <sup>*1</sup>	kW (bhp)	35 (47)	
Maximum output <sup>*2</sup>	kW (bhp)/rpm	49 (66)/2500-8000	
Maximum torque	Nm (lb.ft)/rpm	180 (133)/0-2000	
Charging voltage		200-240V	
<b>Traction Battery</b>			
Type		Lithium-ion	
Total voltage		330V	
Total energy		16kWh	
<b>Charging time</b>			
Domestic supply <sup>*3</sup>	Full charge	Approx. 7 hours (at 220-240V, 13A)	
Rapid charger <sup>*4</sup>	80% charge	Approx. 30 minutes (at 3-phase 200V-50kW)	
<b>Performance</b>			
Electric energy consumption (NEDC) <sup>*5</sup>	Wh/km	135	
Maximum range (NEDC) <sup>*5</sup>	miles (km)	93 (150)	
Maximum speed	mph (km/h)	81 (130)	
Acceleration 0-62 mph	secs	15.9	
<b>Suspension/Steering</b>			
Suspension	Front axle Rear axle	Front MacPherson strut and coil spring with stabiliser bar Rear 3-link De Dion	
Steering		Rack and pinion, electrically assisted	
Minimum turning circle	m (ft)	9.0 (29.5)	
<b>Brakes</b>			
		Anti-lock Braking System with Electronic Brakeforce Distribution (ABS +EBD) and Brake Assist	
	Front	257mm (10.1") ventilated disc brakes	
	Rear	203mm (8") drum brakes	
Tyres/wheels	Front	145/65R15 72S tyres/15" x 4.0J alloy wheels	
	Rear	175/55R15 77V tyres/15" x 5.0J alloy wheels	
<b>Driveline/Transmission</b>			
Type		Rear-mounted motor/rear wheel drive	
		Mitsubishi Active Stability and Traction Control (M-ASTC)	
Transmission		1 speed fixed gear	
	Final gear ratio	6.066	
<b>Dimensions</b>			
Exterior l x w x h	mm	3475 x 1475 x 1610	
Exterior width over extended door mirrors	mm	1855	
Interior l x w x h	mm	1790 x 1270 x 1250	
Wheelbase	mm	2550	
Track Front	mm	1310	
Track Rear	mm	1270	
Ground clearance	mm	150	
<b>Weights/Volumes</b>			
Gross vehicle weight	kg (lbs)	1450 (3197)	
Kerb weight	kg (lbs)	1110 (2447)	
Seating capacity	persons	4	
<b>Servicing/Insurance/Warranty</b>			
Service intervals		Every 12,500 miles or 12 months, whichever occurs first	
Insurance group (50 Group rating)		29	
Warranty		3 years unlimited mileage vehicle warranty. Electric vehicle components up to 5 years warranty (first 36 months unlimited mileage, thereafter 24 months or 62,500 miles from date of registration, whichever occurs first). 8 year anti-corrosion perforation warranty. 3 year pan-European roadside, home and accident assistance	

\*1 Corresponds to "Maximum 30 minute power", certified in accordance with ECE R85

\*2 Corresponds to "Maximum net power", certified in accordance with ECE R85

\*3 Full charge from low energy warning indicator flashing. Low temperatures in winter may prolong charging time.

\*4 Approximately 80% of full charge from low energy warning indicator flashing. Low temperatures in winter may prolong charging time.

\*5 NEDC stands for New European Driving Cycle. The values of electric energy consumption and electric range are based on ECE R101. These values vary depending on driving style, road and traffic conditions, ambient temperature, use of air conditioning, etc.

## Standard Equipment

### EV function

- Charging cable, normal charge
- Drive mode 'D' – normal driving
- Drive mode 'C' – reduces regenerative braking while cruising
- Drive mode 'B' – increases regenerative braking during downhill driving
- High voltage cut-off system

### Security and Safety Features

- Security
- Central door locking with keyless entry
- Motor immobiliser and alarm

### Safety

- ABS with EBD and Brake Assist
- Airbags SRS – dual front, front side and front/rear curtain
- Airbag SRS, front passenger's deactivation switch
- Child-protection rear door locks
- ISO-FIX child seat anchor x 2
- Mitsubishi Active Stability and Traction Control (M-ASTC)
- Seatbelts, 3-point ELR x 4 with force limiters and pretensioners, front
- Tyre inflation kit

### Exterior Features

#### Styling

- Alloy wheels, 3-spoke, 15"
- Door mirrors and handles, colour-keyed
- Metallic/pearlescent paint finish (OPT)
- Privacy glass, rear door windows and tailgate window
- Roof spoiler with high-mount stop lamp

#### Functional

- Automatic lights on/off
- Door mirrors, electric/heated/folding
- Front and rear fog lamps
- Halogen headlamps, projector type with levelling device
- LED rear lamps, with clear type lens
- Rear window demister with auto-off function
- Windshield wiper, single arm, variable intermittent with washers
- Wiper & washer, rear, intermittent

### Interior Features

#### Audio

- Aerial, front roof mounted
- CD/tuner with 4 speakers
- Kenwood multimedia system with Bluetooth hands-free phone kit, iPod connection and rear view camera (OPT)

#### Styling

- Interior trim, black with silver accents
- Seat trim, fabric, black
- Steering wheel and gearshift knob, leather-wrapped

### Convenience

- Air conditioning, manual type with deodorant filter
- Assist grips x 4
- Driver's footrest
- Front interior & map lamp with dimmer function
- Front seat backrest pockets
- Glove box with card holder
- Instrument panel secret box (Upper of glove box)
- Sunvisors, dual front with lidded vanity mirrors and ticket holders

### Functional

- Electric windows, front/rear with driver's window one-touch down
- Instrument panel: 12V accessory socket, digital speedometer, EV system warning/range remaining/energy usage indicators, energy level gauge, instrument panel light dimmer

### Seats

- Driver's seat heater
- Driver's seat height adjuster
- Front seat sliding and reclining adjusters
- Headrests, height-adjustable x 4
- 50:50 split-folding backrests

## Colour Options and Seat Trims



Cool Silver (M)



Ocean Blue (M)



Frost White (S)



Amethyst Black (P)

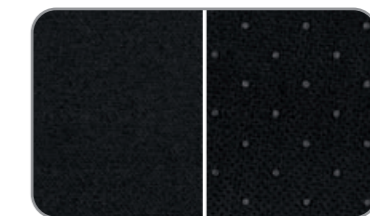
Model		i-MiEV	
<b>Exterior colour</b>			
Cool Silver (M)	A31	■	
Ocean Blue (M)	D12	■	
Frost White (S)	W37	■	
Amethyst Black (P)	X42	■	
<b>Seats</b>			
		Fabric (Black)	
<b>Door trim</b>			
		Formed-type (Black)	
<b>Headlining</b>			
		Non-woven Fabric (Light Grey)	
<b>Floor carpet</b>			
		Needle Punch (Black)	

■ : Available M: Metallic\* P: Pearlescent\* S: Solid

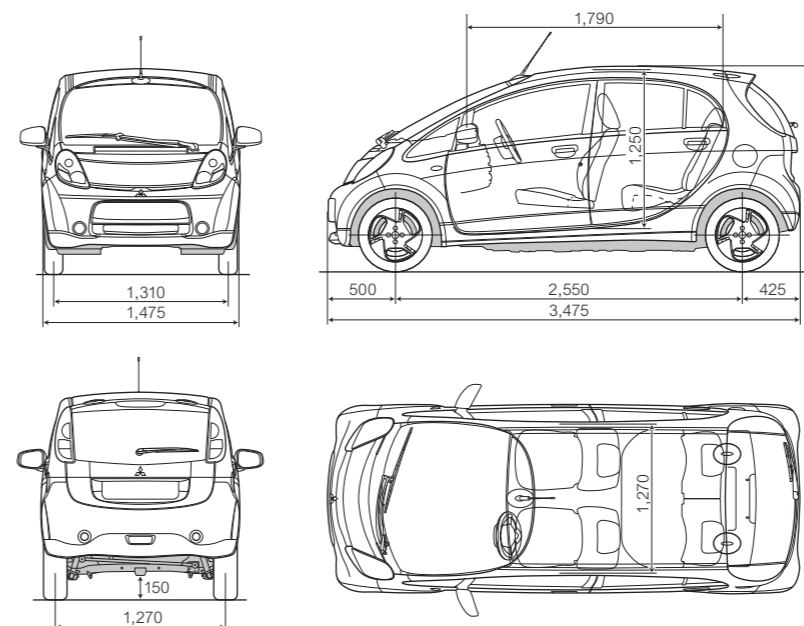
\*Metallic/pearlescent paint finish available at additional cost.

Colours and trims reproduced on these pages may vary from the actual colours due to the limitations of the printing process used.

### Seat Fabric (Black)



## Dimensional Views



## Mitsubishi at your service

The Mitsubishi Service Plan covers the first three scheduled services for a very modest sum, can be added to your vehicle's finance and transferred to a new owner when you sell. There's also an insurance cover which is specifically designed for Mitsubishi vehicles and uses only genuine parts and approved repair centres. And to smooth your progress through an insurance claim, no matter which insurer you use, Mitsubishi Accident Aftercare will handle everything on your behalf – no hassle, no claim forms, no running about, and absolutely no cost to you. It's all part of the special service you get when you buy a Mitsubishi.



Mitsubishi  
Motor  
Insurance

Mitsubishi  
Accident  
AfterCare