GLOBAL MITSUBISHI OUTLANDER PHEV SALES PASS THE 100,000 MARK

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Mitsubishi Motors Corporation has achieved the significant landmark figure of 100,000 global sales of its Outlander PHEV since its launch in 2012. Meanwhile the UK is rapidly becoming the leading market in the world for Mitsubishi plug-ins.

Lance Bradley, Managing Director of Mitsubishi Motors UK, said: “To reach this milestone is a fantastic achievement, which really underlines Outlander PHEV’s global appeal. Consumers in the UK have overwhelmingly made it their preferred choice for ultra-low emission motoring too. It is by far the nation’s leading plug-in vehicle.”

The UK is a hugely successful market for the Outlander PHEV. Singularly it now accounts for over 20 per cent of the vehicle’s global sales. In fact, such has been UK consumer demand and Government push for environmental transport solutions, one in every two cars now sold by Mitsubishi Motors UK is a plug-in.

Cumulative sales through FY15/16

UK (Launched 2014)	21,052
Rest of Europe (Launched 2013)	44,477
Japan (Launched 2012)	33,730
Australia (Launched 2013)	2,015
Other markets (Launched 2013)	259
Total global sales	**101,533**

It’s not difficult to see why the Outlander PHEV is proving so popular. It has impressive fuel economy and ultra-low emissions – in a vehicle with the go-anywhere ability of four-wheel-drive. It has a total hybrid range of 541 miles and a 32 mile zero emission range using battery power alone, which is more than enough to accommodate the average daily commute.

As well as its official fuel consumption figure of 156 miles per gallon, the Outlander PHEV’s low emissions of just 42g of CO2 per kilometre mean there’s no road tax to pay. It is exempt from the congestion charge and it qualifies for the Government's £2,500 plug-in car grant.

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