MITSUBISHI MOTORS UK BREAKS ITS OWN SALES RECORDS

Thursday 7 May, 2015

Mitsubishi Motors (UK) is building its strongest passenger car sales platform since the company began in March 1974. The brand is 59 per cent up on the same month last year, against a market up 5 per cent. Year-to-date Mitsubishi passenger car sales are up 158 per cent, versus a market increase of 6 per cent.

Mitsubishi Motors (UK) Managing Director, Lance Bradley, said: "The Mitsubishi brand is riding high in the UK. We are enjoying sales success on the back of exciting new product introductions, with much more to come, and we are anticipating more growth with significant recruitment plans."

The company's growth is due in part to the success of the Outlander PHEV. The vehicle has overtaken sales of every other plug-in hybrid and pure-EV. It is the UK's best-selling alternatively fuelled vehicle.

However, the company's ASX crossover also increased sales by 7 per cent in the month, supported by the innovative 'Adventure Advance' marketing campaign. The iconic Shogun is up by 111 per cent. Mitsubishi's L200 pick-up truck is up 61 per cent versus a market that's up 19 per cent.

-ENDS-

Mitsubishi Motors in the UK Press Office

For further information, images and video content please contact the Mitsubishi Motors in the UK Press Office by telephone on 00 44 1285 647 200 or visit our media centre online at www.mitsubishi-media.co.uk.

Related Sectors:

Motoring ::

Scan Me:

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk