

MITSUBISHI MOTORS UK SALES MORE THAN DOUBLE

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Sales of Mitsubishi vehicles in the UK have more than doubled compared to the same period last year, according to SMMT figures released today. For the calendar year through May 2015, Mitsubishi Motors (UK) passenger car sales are up 133 per cent, against an overall increase in the market of 5.7 per cent.

The company is seeing significantly better sales across the entire range of models, resulting from higher levels of marketing investment, a growing dealer network and the impact of the dramatic success of its Outlander plug-in hybrid electric vehicle (PHEV).

The Outlander PHEV became the UK's favourite plug-in vehicle in March this year, when it overtook the Nissan Leaf's all time sales. In May 2015 it outsold its nearest competitor by nearly three to one, indicating a strong market preference for the versatility and practicality of hybrid plug-ins over pure battery electric vehicles. The Outlander PHEV has a range of 32.5 miles in electric mode alone – more than enough to accommodate the average daily commute. The vehicle's official fuel consumption figure is 148 miles per gallon and it has emissions of just 44g of CO2 per kilometre.

The Outlander PHEV accounts for over half of the 11,842 ultra-low emission vehicles (ULEV's) bought in the UK this year. Sales of the vehicle are strong among company car drivers, who benefit from significant taxable benefit in kind savings (just 5 per cent), and corporate fleets that benefit from a 100 per cent first year write down allowance against profits, and reduced National Insurance contributions.

Across the range, calendar year to date, the iconic Mitsubishi Shogun is up 39 per cent, the L200 pick-up is ahead by 30 per cent and the ASX (Active Sports Cross-over) is up by 23 per cent.

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Mitsubishi Motors in the UK Press Office

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