

Mitsubishi Among Top Six Brands in J.D. Power 2020 Initial Quality Study

Mitsubishi Outlander Sport Ranks Third and Mitsubishi Outlander Ranks Sixth in Respective Segments



Mitsubishi achieved its best-ever performance in the J.D. Power 2020 U.S. Initial Quality Study (IQS). In addition to ranking among the top six brands for initial quality across the automotive industry, Mitsubishi emerged as the highest-ranked Japanese brand.

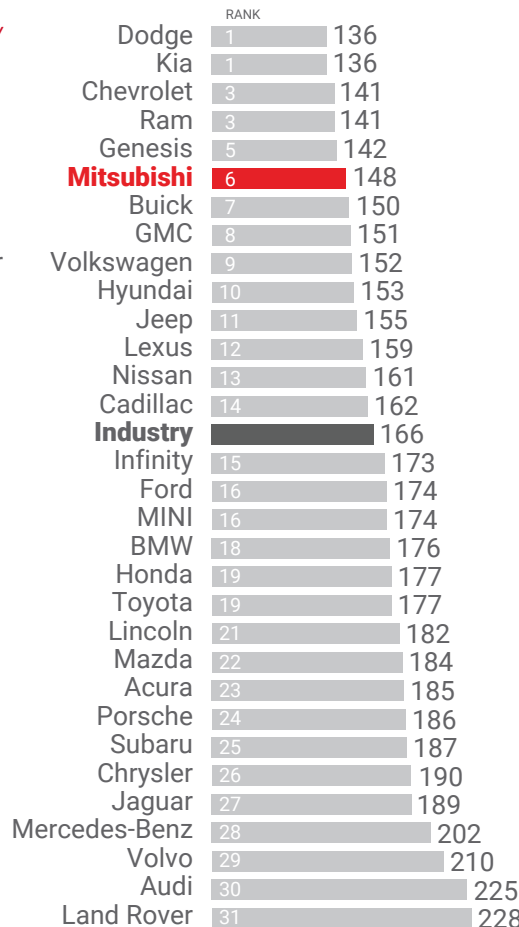
Now in its 34th year, the U.S. Initial Quality Study from J.D. Power is widely recognized as an early indicator of long-term vehicle quality, measuring defects and malfunctions, as well as design-related problems of features that may be operating as intended, but are poorly located or difficult to use. This study evaluates 233 unique potential problem areas.

“THE J.D. POWER INITIAL QUALITY STUDY IS A POWERFUL TOOL, ALLOWING AUTOMOTIVE MANUFACTURERS TO LISTEN TO OUR CUSTOMERS AND GAIN INSIGHTS INTO THEIR VIEWS OF OUR VEHICLES. THE 2020 RESULTS RECOGNIZE OUR FOCUS ON QUALITY, RELIABILITY AND VALUE IN ALL MITSUBISHI VEHICLES. OUR RANKING IN THIS STUDY GIVES US EVEN MORE REASON TO CONTINUE OUR COMMITMENT TO INNOVATION.”

J.D. POWER U.S. INITIAL QUALITY STUDY OVERALL BRAND RANKINGS

With an overall score of 148 problems per 100 vehicles (PP100), Mitsubishi outperformed the industry average for initial quality by 18 PP100. Of the nine categories measured by the J.D. Power study to calculate initial quality, Mitsubishi exceeded the industry average in the following six study factors:

- Features/Controls/Displays
- Driving Assistance
- Powertrain
- Infotainment
- Exterior
- Interior



Source: J.D. Power 2020 U.S. Initial Quality StudySM (IQS)

YOICHI YOKOZAWA

PRESIDENT AND CEO
MITSUBISHI MOTORS
NORTH AMERICA, INC.



Mitsubishi Outlander Sport Ranks 3rd Among Small SUVs



INITIAL QUALITY RANKINGS FOR SMALL SUVs

* Small sample size
Insufficient sample

Source: J.D. Power 2020 U.S. Initial Quality StudySM (IQS)

	RANK	
Kia Soul	1	125
Toyota C-HR	2	139
Buick Encore	3	143
Chevrolet Trax	3	143
Mitsubishi Outlander Sport	3	143
Nissan Rogue Sport	6	145
Ford EcoSport	7	153
Small SUV		156
Jeep Compass	8	159
Mazda CX-30	9	161
Hyundai Kona	10	165
Jeep Renegade	11	168
Hyundai Venue	12	184
Subaru Crosstrek	12	184
MINI Countryman	14	185
Honda HR-V	15	190
Nissan Kicks	16	227
Buick Encore GX	N/A	110*
Mazda CX-3	N/A	#

The Mitsubishi Outlander Sport tied for 3rd place in the small sport utility vehicle (SUV) segment, a notable rise from its 6th place position in 2019.

The redesigned Mitsubishi Outlander Sport surpassed the performance of all other small SUVs for Interior, and ranked 3rd for Features, Controls and Displays in the 2020 J.D. Power IQS.

Mitsubishi Outlander Ranks 6th Among All Compact SUVs



INITIAL QUALITY RANKINGS FOR COMPACT SUVs

* Small sample size
Insufficient sample

Source: J.D. Power 2020 U.S. Initial Quality StudySM (IQS)

	RANK	
Hyundai Tucson	1	127
Kia Sportage	2	131
Chevrolet Equinox	3	133
Buick Envision	4	134
Jeep Cherokee	5	143
Mitsubishi Outlander	6	151
Volkswagen Tiguan	7	153
GMC Terrain	8	160
Jeep Wrangler	9	162
Compact SUV		163
Nissan Rogue	10	164
Subaru Forester	10	164
Honda CR-V	12	174
Mazda CX-5	13	191
Toyota RAV4	14	201
Ford Escape	15	208
Mitsubishi Eclipse Cross	N/A	143*
Hyundai Nexo	N/A	#

The Mitsubishi Outlander moved up the ranks from 10th position in 2019 to 6th place in 2020.