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love that car

1st April 2010

Letter to MMAL Dealers from Masahiko Takahashi

On the first day in my new role, I would initially like to say what a great honour it is to be appointed as President and CEO of Mitsubishi Motors Australia Ltd.

MMAL is currently in a very healthy condition with strong financials, dealer relations and brand recognition. Our challenge together is to continue the success in what will almost certainly be another challenging year in the market. Our objective remains clear:

- Stable and sustainable growth for MMAL and our partners MMC and the dealer network across the key areas of volume, market share, revenue and profitability

Over the past two years MMAL have worked closely with the National Dealer Council and its various sub committees in jointly developing and clarifying strategies to realize these goals. During 2010 we will continue to implement and embed these programs in order to achieve the outcomes sought in our corporate strategy – to harvest the fruits of our labours.

Our core strategies to support this sustainable growth will continue to evolve around the three key areas of Customer, Product and Brand.

Customer

Current Mitsubishi owners remain our prime target group with customer satisfaction and retention the key strategy goal. With improved customer satisfaction will come advocacy and recommendation to friends, family and colleagues further increasing our sales opportunities. The "Mitsubishi Way" will be clearly defined in conjunction with our Dealer manuals and standards during 2010 to work in conjunction with those initiatives already in place such as Capped Price Service, Customer Data Integration, Customer Care Program, and MVP.

Product

Offering superb products (vehicles and other hard products as well as soft products) remains the foundation for improving customer satisfaction. Improving the suitability of global vehicle platforms to Australian customer needs will remain an ongoing priority for MMAL, and I will work hard to further enhance our access and leverage with MMC in this area. P&A products will be enhanced along with other soft products (eg Diamond Advantage) and these will be further promoted to improve the awareness and customer demand for genuine accessories and parts in your Dealerships.

Brand

I see consistency of our brand messages as the key. Our brand campaign - Love that car - will be maintained, with pride of ownership being the communication theme. A clear point of differentiation for the brand however, will need to be identified in order to develop a unique positioning for Mitsubishi Motors in Australia.



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In implementing these core strategies, we must both protect and maximise on our current strengths;

- Dealer Network strength and relationship: continuing to build on the trust that currently exists between MMAL and the dealer network is essential, and I have asked staff who are involved in direct communication with dealers to be particularly mindful of the importance of this relationship. I have also met with NDC representatives to outline some of our strategies in greater detail and reiterate my commitment to the cooperative process that currently exists.
- Organisational capability - continuing to improve our combined operational efficiency and effectiveness. Our organisational structure has been modified to better support the business direction and the Dealer Network, providing greater clarity and focus for P&A. Additionally, new energy will be given to lifting the support for Dealer learning and development and performance management, via both NDC and other channels. I am also proud to announce that MMC have in the last week approved the replacement of our two primary legacy systems with a state of the art SAP Sales, Marketing, Logistics, and Dealer Interface solution which will deliver significant business benefits when it goes live in early 2011.

As a part of the global Mitsubishi Motors group, the executive group and I are dedicated to building on the foundation that we have collectively built with you over the last few years and I look forward to working with and getting to know as many of you as possible.

My new executive team comprises:

Anthony Casey: Vice President – Sales
Incl. National Sales, Fleet Sales, Regions and Network Development

Paul Unerkov: Vice President – Customer and Brand Management
Incl. Corporate and Marketing Communications, Quality, CRM and Service

Paul Stevenson: Vice President – Corporate Strategy and P&A Business
Incl Product Planning, Human Resources, P&A development, operations and sales

Lindsay Stark: Vice President – Finance and Administration & CFO
Inc. Financial Planning, Accounting, Information Systems and Procurement

Within MMAL and our Dealer Network I believe there is a confidence, a belief in ourselves, and a feeling of success, of being a winning team, and these attributes I dearly want to build up to our mutual benefit. In my mind, the golden rule for forming and sustaining a winning team is mutual trust and respect. I already have enormous respect for the talent and expertise of the staff at MMAL as well as the Dealers I have been able to meet over the last five years and I look forward to having further opportunities to discuss our business in greater detail with you and your staff in the near future.



Masahiko Takahashi
President & CEO

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