

# MOTOR MINUTE



## *Product comparison bulletin - Lancer*

### Introduction:

Ladies and Gentlemen

As the market place continues to evolve in to an increasingly competitive environment – it is timely to remind ourselves how well the Mitsubishi Products are placed to compete in, and get their respective share within each segment.

This bulletin is designed to showcase the exceptional value, features, specification levels, and peace of mind that each of the Mitsubishi products represent in the market.

We are currently enjoying the spoils of new product introductions such as ASX, Lancer SX, and Outlander 4x2 – and whilst it is important to leverage off these new models – it is also important to focus on the rest of the Mitsubishi range, because as this bulletin will detail we have a very strong position in the core segments we compete in.

### Lancer:

The small car segment is not only the highest volume segment in the Australian market – it is also becoming one of the most competitive - as all manufacturers attempt to grow share through various strategies.

The value-add Special Action Model strategy that Mitsubishi has adopted over the past 12 months has certainly been successful – and has grown Lancer volume considerably during this period.

The success of this strategy is not only apparent in our volume increase – but also in the way competitors are reacting with similar S.A.M variants.

Lancer's current strength is in its high private buyer penetration – and the introduction of the SX will ensure it continues to be at the top of the shopping list for retail purchases.

The restructure of the 11MY Lancer range also allows greater fleet opportunities with the entry level ES becoming an extremely viable proposition for fleet clients.



ES Sedan



SX Sedan



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## Product comparison bulletin - Lancer

### Lancer SX – Competitive Advantages:

✔ Standard ○ Available as Option ✔ Added as Option

Toyota Corolla 1.8 Ascent 4dr sedan



Ford Focus 2.0 CL 4dr sedan



Hyundai i30 2.0 SX 5dr hatchback



Mazda3 2.0 Neo 4dr sedan



The Mitsubishi Lancer 2.0 SX 4dr sedan has the following advantages over the Toyota Corolla 1.8 Ascent 4dr sedan:	The Mitsubishi Lancer 2.0 SX 4dr sedan has the following advantages over the Ford Focus 2.0 CL 4dr sedan:	The Mitsubishi Lancer 2.0 SX 4dr sedan has the following advantages over the Hyundai i30 2.0 SX 5dr hatchback:	The Mitsubishi Lancer 2.0 SX 4dr sedan has the following advantages over the Mazda3 2.0 Neo 4dr sedan:
<b>Safety</b>	<b>Safety</b>	<b>Safety</b>	<b>Safety</b>
✔ Front Side airbag [Toyota ○]	✔ Front and rear roof airbag [Ford ○]	✔ Knee airbags	✔ Knee airbags
✔ Front and rear roof airbag [Toyota ○]	✔ Knee airbags	<b>Performance</b>	<b>Performance</b>
✔ Knee airbags [Toyota ○]	✔ Electronic traction control [Ford ○]	✔ 11 more horsepower	✔ 7 more horsepower
<b>Performance</b>	✔ Brake assist system [Ford ○]	✔ 8 more kW	✔ 5 more kW
✔ 0.2 l larger engine	✔ Stability control [Ford ○]	✔ 12 Nm more torque	✔ 16 Nm more torque
✔ 5 km/h higher top speed	<b>Performance</b>	✔ 6 l larger fuel tank	✔ 4 l larger fuel tank
✔ 0.2 faster acceleration 0-100 km/h	✔ Variable valve timing/camshaft	<b>Appearance</b>	<b>Appearance</b>
✔ 18 more horsepower	✔ 9 more horsepower	✔ Alloy Wheels	✔ Alloy Wheels
✔ 13 more kW	✔ 6 more kW	✔ 16 in Wheels	✔ 16 in Wheels
✔ 23 Nm more torque	✔ 13 Nm more torque	✔ 10 mm wider Tyres	✔ 10 mm wider Tyres
✔ 4 l larger fuel tank	✔ 4 l larger fuel tank	✔ 5% lower profile Tyres	✔ 5% lower profile Tyres
<b>Appearance</b>	<b>Appearance</b>	✔ H tyre rating Tyres	✔ 0.5 in wider wheel rims
✔ Alloy Wheels	✔ Alloy Wheels	✔ 1.0 in wider wheel rims	✔ Boot/hatch Spoiler
✔ 16 in Wheels	✔ 16 in Wheels	✔ Boot/hatch Spoiler	✔ Front Mud flaps
✔ 10 mm wider Tyres	✔ 10 mm wider Tyres	✔ Front Mud flaps	✔ Rear Mud flaps
✔ 5% lower profile Tyres	✔ 5% lower profile Tyres	✔ Rear Mud flaps	<b>Comfort</b>
✔ 0.5 in wider wheel rims	✔ 1.0 in wider wheel rims	<b>Comfort</b>	✔ Leather covered Steering wheel
✔ Boot/hatch Spoiler	✔ Painted Door mirrors	✔ Cruise control [Hyundai ○]	<b>Economy</b>
✔ Front Mud flaps	✔ Boot/hatch Spoiler	✔ Steering wheel mounted	✔ 0.3 l/100km better fuel economy
✔ Rear Mud flaps	✔ Front Mud flaps	Remote audio controls	✔ 5 (g/km) lower carbon dioxide emissions
<b>Comfort</b>	✔ Rear Mud flaps	✔ External temperature	<b>Durability</b>
✔ Rear Power windows	<b>Comfort</b>	✔ Computer	✔ 2 year(s) longer whole vehicle warranty
✔ Cruise control [Toyota ○]	✔ Rear Power windows	✔ Leather covered Steering wheel	✔ 7 year(s) longer powertrain warranty
✔ Steering wheel mounted	✔ Cruise control	<b>Durability</b>	
Remote audio controls [Toyota ○]	✔ Steering wheel mounted	✔ 5 year(s) longer powertrain warranty	<b>Dimensions</b>
✔ Leather covered Steering wheel [Toyota ○]	Remote audio controls	✔ 2 year(s) longer anti-corrosion warranty	✔ 5 mm wider
✔ Rear seats Cup holders	✔ Leather covered Steering wheel	✔ 4 year(s) longer roadside breakdown cover	✔ 900 mm smaller kerb to kerb turning circle
<b>Durability</b>	✔ Rear seats Cup holders	<b>Dimensions</b>	✔ 100kg higher braked gross trailer weight
✔ 2 year(s) longer whole vehicle warranty	<b>Durability</b>	✔ 325 mm longer	✔ 50kg higher unbraked gross trailer weight
✔ 7 year(s) longer powertrain warranty	✔ 2 year(s) longer whole vehicle warranty	✔ 340 mm smaller kerb to kerb turning circle	
<b>Dimensions</b>	✔ 7 year(s) longer powertrain warranty	✔ 58kg lower kerb weight	
✔ 25 mm longer	<b>Dimensions</b>	✔ 50kg higher unbraked gross trailer weight	
✔ 35 mm longer wheelbase	✔ 89 mm longer	✔ 60 l greater load area, seats up	
✔ 400 mm smaller kerb to kerb turning circle	✔ 7 mm lower		
✔ 100kg higher unbraked gross trailer weight	✔ 700 mm smaller kerb to kerb turning circle		
	✔ 100kg higher braked gross trailer weight		

## Product comparison bulletin - Lancer

### 11MY Lancer Improvements to Noise Vibration & Harshness (NVH):

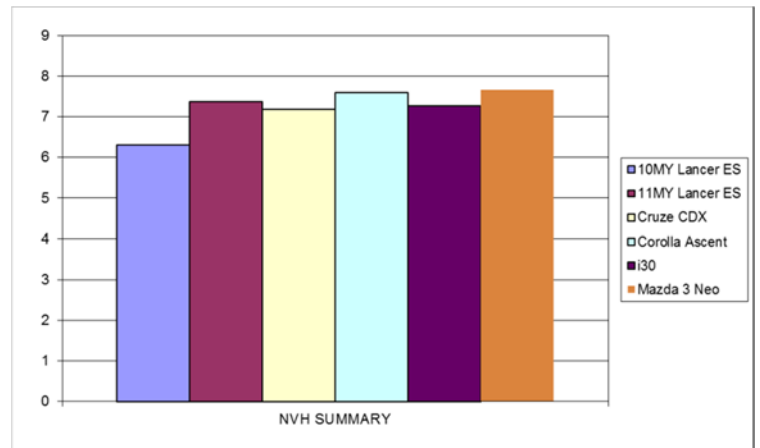
With the introduction of 11MY Lancer, the value packed SX, another major initiative has seen significant improvement to the NVH levels of the 11MY Lancer. MMAL recently conducted an extensive week long competitor evaluation program. 10 & 11MY Lancers were compared head to head both statically and dynamically. A diverse group of people including MMAL staff, Dealer staff, MMAL expert vehicles evaluators and MMC expert evaluators rated each vehicle against a set of static and dynamic criteria. Each criteria was judged against the following 10 point scale.

10 Perfect / 9 Excellent / 8 Very Good / 7 Good / 6 Fair / 5 Marginal / 4 Poor / 3 Bad / 2 Very Bad / 1 Unsafe

<b>SMALL CARS</b>	<b>10MY Lancer ES</b>	<b>11MY Lancer ES</b>	<b>Cruze CDX</b>	<b>Corolla Ascent</b>	<b>i30</b>	<b>Mazda 3 Neo</b>
<b>NVH SUMMARY</b>	<b>6.3</b>	<b>7.4</b>	<b>7.2</b>	<b>7.6</b>	<b>7.3</b>	<b>7.7</b>

10MY Lancer following the evaluation rated behind the competitors, a 6.3 NVH (Fair) rating

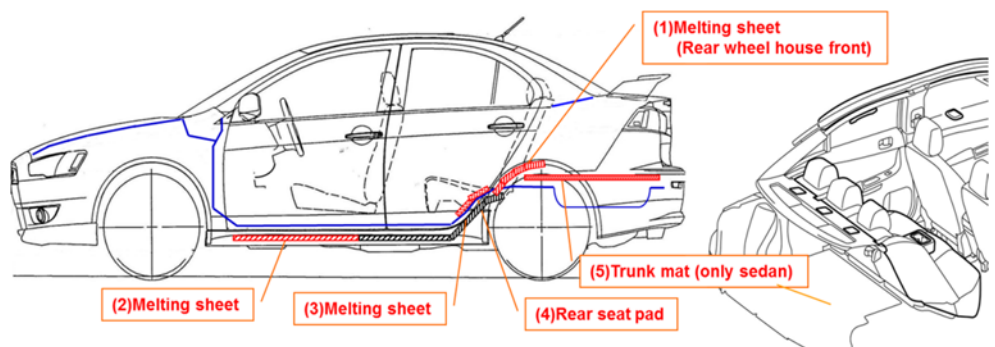
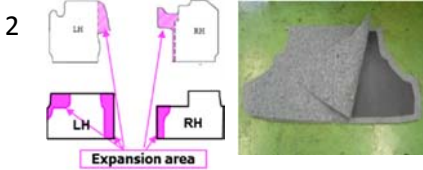
11MY Lancer has received significant acoustic package upgrades which has seen a dramatic reduction in 11MY Lancers overall NVH. With such a noticeable improvement Lancer is now comparable for overall NVH. 11MY Lancer achieved a 1.1 point improvement from 6.3 to 7.4 (Fair to Good) on the 1-10 evaluation scale. This improvement has been achieved due to research and re-development in the following areas – Re-design of the 2.0L engine exhaust manifold, thicker melt mats, additional melt mats and rear seat pad.



Exhaust manifold redesign has reduced high frequency noise across the rev range.



1	Melting sheet - (Rear wheel house)	Add melting sheet (t1.5) at rear wheel house front
2	Melting sheet - (1st row seat)	Expand melting sheet area for 1st row legroom
3	Melting sheet - (2nd row seat)	Change melting sheet thickness (t6.0→t3.2)
4	Rear seat pad	Add rear seat pad
5	Trunk mat	Add sound insulator (felt and olefin sheet)



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## Product comparison bulletin - Outlander

### Outlander:

It was only 12 weeks ago that we saw ZH take Outlander over the 1000 unit a month threshold. This result highlights the capabilities of Outlander to be a solid volume platform for your dealership – and a vehicle that we can expect big things out of moving forward.

The introduction of the 4x2 variant priced at an ultra competitive position of **\$28990 DA** comes at a sensational time for us all.

The 4x2 buyer is becoming more and more evident within the SUV compact segment – and this provides incremental opportunity on top of what already is a strong volume seller.

The **\$28990** price point places Outlander 4x2 -\$1000 under RAV-4 – and as history shows our volume spikes when we are positioned this competitively.

The introduction and pricing of 4x2 also lends itself to walk up potential from ASX enquiries – as stock is currently tight on this sensational new addition to the Mitsubishi catalogue.

Toyota RAV4 2.4 CV 5dr SUV



Hyundai ix35 2.0 Active 5dr SUV



Holden Captiva 2.4 5 2WD 5dr SUV



The Mitsubishi Outlander 2.4 LS 5 Seat 2WD 5dr SUV has the following advantages over the Toyota RAV4 2.4 CV 5dr SUV:	The Mitsubishi Outlander 2.4 LS 5 Seat 2WD 5dr SUV has the following advantages over the Hyundai ix35 2.0 Active 5dr SUV:	The Mitsubishi Outlander 2.4 LS 5 Seat 2WD 5dr SUV has the following advantages over the Holden Captiva 2.4 5 2WD 5dr SUV:
<b>Safety</b>	<b>Safety</b>	<b>Safety</b>
✓ Internal height adjustment Headlight control	✓ Internal height adjustment Headlight control	✓ Internal height adjustment Headlight control
✓ Automatic intermittent wipe Windscreen wipers	✓ Automatic intermittent wipe Windscreen wipers	✓ Automatic intermittent wipe Windscreen wipers
<b>Performance</b>	<b>Performance</b>	<b>Performance</b>
✓ 2 Nm more torque	✓ 0.4 l larger engine	✓ Variable valve timing/camshaft
✓ 3 l larger fuel tank	✓ 4 more horsepower	✓ 30 more horsepower
<b>Appearance</b>	✓ 3 more kW	✓ 22 more kW
✓ Alloy Wheels	✓ 29 Nm more torque	✓ 6 Nm more torque
✓ Roof rack	✓ 8 l larger fuel tank	<b>Appearance</b>
<b>Comfort</b>	<b>Appearance</b>	✓ Roof Spoiler
✓ Computer	✓ Alloy Wheels	<b>Comfort</b>
✓ Leather covered Steering wheel	✓ H tyre rating Tyres	✓ Computer
<b>Durability</b>	✓ Roof rack	<b>Economy</b>
✓ 2 year(s) longer whole vehicle warranty	<b>Comfort</b>	✓ 0.5 l/100km better fuel economy
✓ 7 year(s) longer powertrain warranty	✓ External temperature	✓ 11 (g/km) lower carbon dioxide emissions
<b>Dimensions</b>	✓ Leather covered Steering wheel	<b>Durability</b>
✓ 40 mm longer	<b>Durability</b>	✓ 2 year(s) longer whole vehicle warranty
✓ 10 mm longer wheelbase	✓ 5 year(s) longer powertrain warranty	✓ 7 year(s) longer powertrain warranty
✓ 49 l greater load area, seats up	✓ 2 year(s) longer anti-corrosion warranty	✓ 2 year(s) longer anti-corrosion warranty
	✓ 4 year(s) longer roadside breakdown cover	✓ 4 year(s) longer roadside breakdown cover
	<b>Dimensions</b>	<b>Dimensions</b>
	✓ 255 mm longer	✓ 95 mm longer
	✓ 30 mm longer wheelbase	✓ 1,800 mm smaller kerb to kerb turning circle
	✓ 23 mm greater headroom in front	✓ 20 mm greater leg room in front
	✓ 9 mm greater leg room in front	✓ 68 mm greater leg room in rear
	✓ 25 mm greater leg room in rear	✓ 9 mm more shoulder room in front
	✓ 26 mm more shoulder room in rear	✓ 4 mm more shoulder room in rear
	✓ 118 l greater load area, seats down, to roof	✓ 159 l greater load area, seats up
		✓ 832 l greater load area, seats down, to roof

✓ Standard ○ Available as Option ● Added as Option

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## Product comparison bulletin - Pajero

### Pajero:

So far Pajero has grown by 1500 units YTD – and this certainly hasn’t happened just by chance or good luck. This has occurred through NT becoming recognised as a superior value for money option in the SUV Medium segment – and along the way winning various industry awards.

The current NT line up covers the entire range of buyers requirements – however its the Special Action Models that have formed the base for volume growth with Pajero – with SAMs such as RX, ACTiV and now Platinum ensuring we offer the best value featured packed true off road variants in the market.

Pajero Platinum with over \$5000 worth of additional features to consumers really does place Pajero miles ahead of Prado as the below comparison shows.



<p><b>The Mitsubishi Pajero 3.2 CDI Turbo Diesel Platinum 5dr SUV has the following advantages over the Toyota LandCruiser Prado 3.0 GX Turbo Diesel Auto 5dr SUV:</b></p>	<p><b>The Mitsubishi Pajero 3.2 CDI Turbo Diesel Platinum 5dr SUV has the following advantages over the Toyota LandCruiser Prado 3.0 GXL Turbo Diesel Auto 5dr SUV:</b></p>	<p><b>The Mitsubishi Pajero 3.2 CDI Turbo Diesel Platinum 5dr SUV has the following advantages over the Toyota LandCruiser Prado 3.0 VX Turbo Diesel Auto 5dr SUV:</b></p>	<p><b>The Mitsubishi Pajero 3.2 CDI Turbo Diesel Platinum 5dr SUV has the following advantages over the Toyota LandCruiser Prado 3.0 Kakadu Turbo Diesel Auto 5dr SUV:</b></p>
<p><b>Safety</b></p> <ul style="list-style-type: none"> <li>✓ Automatic operation Rear view mirror</li> <li>✓ Automatic intermittent wipe Windscreen wipers</li> <li>✓ Rain sensor Windscreen wipers</li> </ul> <p><b>Performance</b></p> <ul style="list-style-type: none"> <li>✓ 0.2 l larger engine</li> <li>✓ 27 more horsepower</li> <li>✓ 20 more kW</li> <li>✓ 31 Nm more torque</li> <li>✓ 1 l larger fuel tank</li> </ul> <p><b>Appearance</b></p> <ul style="list-style-type: none"> <li>✓ 20 mm wider Tyres</li> <li>✓ 5% lower profile Tyres</li> <li>✓ H tyre rating Tyres</li> <li>✓ 1.0 in wider wheel rims</li> <li>✓ Painted Door mirrors</li> <li>✓ Roof Spoiler</li> <li>✓ Front fog lights</li> <li>✓ Roof rack</li> </ul> <p><b>Comfort</b></p> <ul style="list-style-type: none"> <li>✓ Climate control [Toyota ○]</li> <li>✓ Rear air conditioner [Toyota ○]</li> <li>✓ 12 Speakers</li> <li>✓ Navigational systems</li> <li>✓ Leather covered Steering wheel</li> </ul> <p><b>Economy</b></p> <ul style="list-style-type: none"> <li>✓ 0.1 l/100km better fuel economy</li> <li>✓ 2 (g/km) lower carbon dioxide emissions</li> </ul> <p><b>Durability</b></p> <ul style="list-style-type: none"> <li>✓ 7 seating capacity</li> <li>✓ 2 year(s) longer whole vehicle warranty</li> <li>✓ 7 year(s) longer powertrain warranty</li> </ul> <p><b>Dimensions</b></p> <ul style="list-style-type: none"> <li>✓ 200 mm smaller kerb to kerb turning circle</li> <li>✓ 25 mm greater leg room in rear</li> <li>✓ 500kg higher braked gross trailer weight</li> </ul>	<p><b>Safety</b></p> <ul style="list-style-type: none"> <li>✓ Electronic traction control [Toyota ○]</li> <li>✓ Stability control [Toyota ○]</li> <li>✓ Automatic operation Rear view mirror</li> <li>✓ Automatic intermittent wipe Windscreen wipers</li> <li>✓ Rain sensor Windscreen wipers</li> </ul> <p><b>Performance</b></p> <ul style="list-style-type: none"> <li>✓ 0.2 l larger engine</li> <li>✓ 27 more horsepower</li> <li>✓ 20 more kW</li> <li>✓ 31 Nm more torque</li> <li>✓ 1 l larger fuel tank</li> </ul> <p><b>Appearance</b></p> <ul style="list-style-type: none"> <li>✓ H tyre rating Tyres</li> <li>✓ Roof Spoiler</li> </ul> <p><b>Comfort</b></p> <ul style="list-style-type: none"> <li>✓ Rear air conditioner</li> <li>✓ 12 Speakers</li> <li>✓ Navigational systems</li> </ul> <p><b>Economy</b></p> <ul style="list-style-type: none"> <li>✓ 0.1 l/100km better fuel economy</li> <li>✓ 2 (g/km) lower carbon dioxide emissions</li> </ul> <p><b>Durability</b></p> <ul style="list-style-type: none"> <li>✓ 2 year(s) longer whole vehicle warranty</li> <li>✓ 7 year(s) longer powertrain warranty</li> </ul> <p><b>Dimensions</b></p> <ul style="list-style-type: none"> <li>✓ 200 mm smaller kerb to kerb turning circle</li> <li>✓ 25 mm greater leg room in rear</li> <li>✓ 57kg lower kerb weight</li> <li>✓ 500kg higher braked gross trailer weight</li> </ul>	<p><b>Safety</b></p> <ul style="list-style-type: none"> <li>✓ Automatic intermittent wipe Windscreen wipers</li> </ul> <p><b>Performance</b></p> <ul style="list-style-type: none"> <li>✓ 0.2 l larger engine</li> <li>✓ 27 more horsepower</li> <li>✓ 20 more kW</li> <li>✓ 31 Nm more torque</li> <li>✓ 1 l larger fuel tank</li> </ul> <p><b>Appearance</b></p> <ul style="list-style-type: none"> <li>✓ Roof Spoiler</li> </ul> <p><b>Comfort</b></p> <ul style="list-style-type: none"> <li>✓ Rear air conditioner</li> <li>✓ 12 Speakers</li> <li>✓ Navigational systems [Toyota ○]</li> </ul> <p><b>Economy</b></p> <ul style="list-style-type: none"> <li>✓ 0.1 l/100km better fuel economy</li> <li>✓ 2 (g/km) lower carbon dioxide emissions</li> </ul> <p><b>Durability</b></p> <ul style="list-style-type: none"> <li>✓ 2 year(s) longer whole vehicle warranty</li> <li>✓ 7 year(s) longer powertrain warranty</li> </ul> <p><b>Dimensions</b></p> <ul style="list-style-type: none"> <li>✓ 200 mm smaller kerb to kerb turning circle</li> <li>✓ 25 mm greater leg room in rear</li> <li>✓ 152kg lower kerb weight</li> <li>✓ 500kg higher braked gross trailer weight</li> </ul>	<p><b>Safety</b></p> <ul style="list-style-type: none"> <li>✓ Automatic intermittent wipe Windscreen wipers</li> </ul> <p><b>Performance</b></p> <ul style="list-style-type: none"> <li>✓ 0.2 l larger engine</li> <li>✓ 27 more horsepower</li> <li>✓ 20 more kW</li> <li>✓ 31 Nm more torque</li> <li>✓ 1 l larger fuel tank</li> </ul> <p><b>Appearance</b></p> <ul style="list-style-type: none"> <li>✓ Roof Spoiler</li> </ul> <p><b>Comfort</b></p> <ul style="list-style-type: none"> <li>✓ Rear air conditioner</li> </ul> <p><b>Economy</b></p> <ul style="list-style-type: none"> <li>✓ 0.1 l/100km better fuel economy</li> <li>✓ 2 (g/km) lower carbon dioxide emissions</li> </ul> <p><b>Durability</b></p> <ul style="list-style-type: none"> <li>✓ 2 year(s) longer whole vehicle warranty</li> <li>✓ 7 year(s) longer powertrain warranty</li> </ul> <p><b>Dimensions</b></p> <ul style="list-style-type: none"> <li>✓ 200 mm smaller kerb to kerb turning circle</li> <li>✓ 25 mm greater leg room in rear</li> <li>✓ 162kg lower kerb weight</li> <li>✓ 500kg higher braked gross trailer weight</li> </ul>

✓ Standard ○ Available as Option ● Added as Option

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## *Product comparison bulletin - Triton*

### Triton:

Without doubt all manufacturers are competing fiercely for share and volume within the 4x2 and 4x4 utility segments.

MN Triton is well placed to secure and grow its share through the back end of the year – and with Triton ACTiV and the introduction of the long awaited club cab – we certainly have a strong message to take to the market during this period.

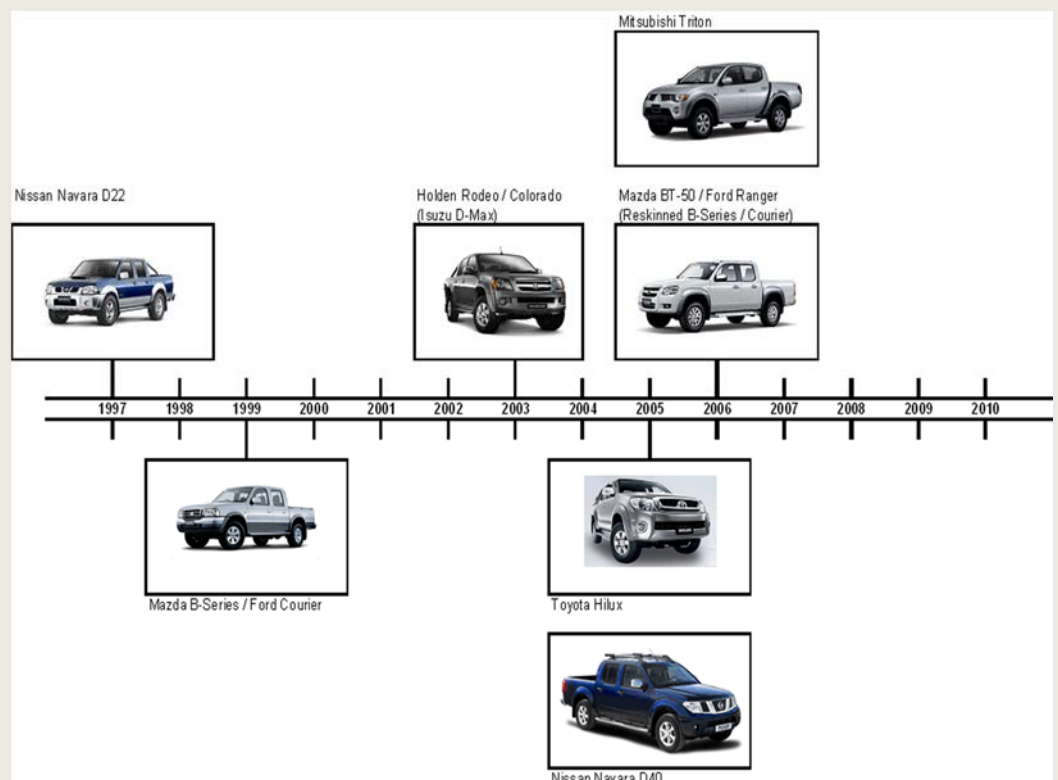
As the LCV segment becomes more and more price sensitive – it is important to remember that customers are drawn to not only price points – but also vehicle perception, features, warranty, performance, capability, and positive industry recognition.

This is where MN Triton leads from the front.

With numerous prestigious awards Triton is regularly recognised for leading its competitors in areas such as technology, safety, strength, style and value. It is important that we leverage off of this recognition throughout the road to a sale – and emphasise to the market and potential customers just how well positioned MN Triton is placed amongst its competitors.

Triton remains the newest product in the PU/CC market. Triton, launched in 2006, was the last all new model released in the current crop of PU/CC models. Some may argue that Ranger/BT-50 was launched after current Triton, however the renaming of the Mazda B-Series and Ford Courier to BT-50 and Ranger was really a clever marketing ploy by Ford and Mazda. The 'new' Ranger and BT-50 models were not all new, rather they were reskinned versions of B-Series/Courier models first launched way back in 1999. In terms of chassis dynamics and interior packaging, Ranger/BT-50 are more akin to the superseded MK Triton.

The following timeline describes when the current crop of PU/CC models were first launched to the market. (Note that whilst D-Max was first launched to the market in 2008, it is in reality the basis for the current Colorado first launched in 2003)



There can be no suggestion that Triton is 'aging' by the fact that Triton is actually the newest product in the PU/CC market.

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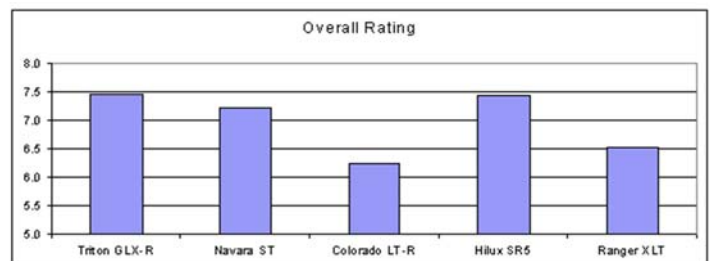
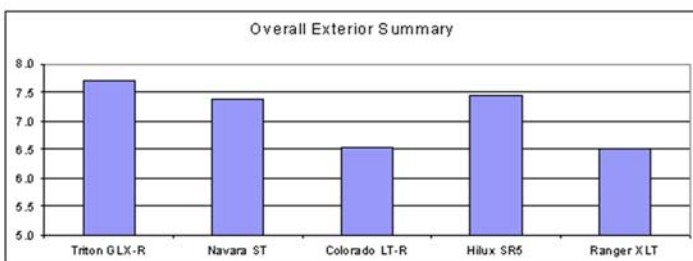
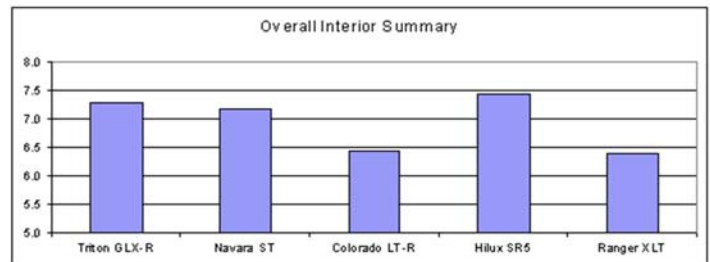
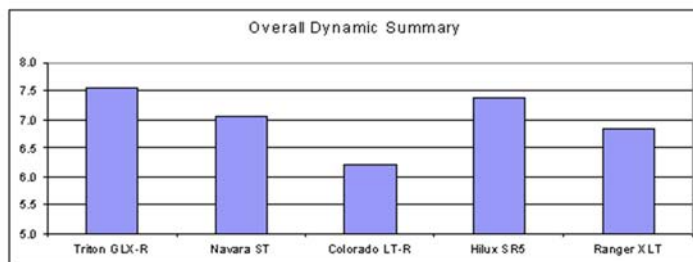
## *Product comparison bulletin - Triton*

### Triton Continued:

Recently MMAL conducted an extensive competitor evaluation. Triton and its competitors were compared head to head both statically and dynamically. A diverse group of people including MMAL staff, Dealer staff, MMAL expert vehicles evaluators and MMC expert evaluators rated each vehicle against a set of static and dynamic criteria. Each criteria was judged against a 10 point scale.

10 Perfect / 9 Excellent / 8 Very Good / 7 Good / 6 Fair / 5 Marginal / 4 Poor / 3 Bad / 2 Very Bad / 1 Unsafe

The development level (or age) of the current crop of vehicles was reflected in the scores achieved with two distinct groups forming. The group of products launched in 2005/6 (Triton, Hilux and Navara) were in class above the more aged products, Colorado and Ranger. Overall Triton was rated slightly ahead of Hilux, followed by Navara, then a large gap to Ranger and then Colorado.



Therefore Triton's 'natural' competitors are Hilux and Navara. It also provides some explanation as to why Colorado, Ranger and BT-50 are so reliant on heavy discounting to maintain market position. Ranger/BT-50 are well overdue for a full model upgrade and this is currently expected mid next year. Ahead of this Ford and Mazda will be working hard to maintain the strongest market position they can with an very old product.

Since the launch of ML Triton, and then following up with the face lifted MN range in 2010, Triton has raised the bar in this segment. Most recently Triton was the first with ASTC in the dual cab 4x4 class, and prior to this lifted available safety in the segment by offering side and curtain airbags on diesel dual cabs. Triton GLX-R remains the only ute in its class offering full time 4WD capability. Only now are our competitors catching up with Navara just releasing a revised ST-X with ASTC and soon Hilux will also offer ASTC on their SR5 models. Triton however remains a leader in safety by offering ASTC on its GLX commercial range.

Although there may be pressure to price match offers by Ford and Mazda, the offers made by these companies are reflective of their products competitive position. They should be cheaper because they are inferior products. Our benchmark should be Navara D40, which whilst also very aggressive in the market particularly with their new ST variant, are not openly price positioning themselves down where Ranger has recently been.

- Therefore it is no surprise that Triton also came out on top during MMAL's own extensive competitor evaluation -

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## *Triton - Attributes*

# **TRITON**

*'Triton is a tough, powerful and good looking Ute for work and play that you can rely on to get the hard jobs done'*

- Features – Super Select/ Easy Select 4WD
- Safety – First Ute To Introduce ASTC
- Load Space – Longer Tub
- Towing – Up to 3 Tonne On All 4x4 Models
- Style & Toughness – Extensive Model Range
- Power & Torque – Powerful And Efficient Turbo Diesel Engine
- Fuel Consumption – Common Rail Diesel Technology
- Optimised Model Line Up
- Wide Wheel Pack added to 4x4 GL-X Double Cab
- Wide wheel Pack Option Added To 4x4 GLX Single Cab
- Introduction Of Cab Chassis Option On 4x4 GL-R
- Revised Power Train Strategy
- High Power Diesel Engine
- Technologies For Work And Recreation
- Luxury Pack Option Available On GLX-R (with or without MMCS)
- New Colour – Charcoal (Replaces Gunmetal)
- Range Of Accessories To Tailor Triton To The Task
- Diamond Advantage 10/5 – 5YR RA - 24/7 & CPS



Triton's strong product position also reflected in recent awards:  
 Overlander 2009 4x4 of the Year (Beating new Prado even!) First time a ute has won this award.  
 Overlander Best 4WD Diesel Ute 2009 and 2010 (beating the revised Navara ST-X)