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THE INSIDER

THIS MONTH:

- Mitsubishi Top Safety and Value
- The 2014 Outlander Named Top Safety Pick +
- Mitsubishi Owner's Days

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One Mountain. Two Drivers. All Electric/
Meet the i-MiEV drivers, Hiroshi Masuoka and Greg Tracy, and check out images from the Pikes Peak International Hill Climb. >

Mitsubishi Outlander Sport and Lancer Top Safety Picks

The versatile and stylish Lancer compact sport sedan and the dynamic Outlander Sport compact crossover have been named by the Insurance Institute for Highway Safety (IIHS) as "Top Safety Picks."

For the sixth year in a row, the Mitsubishi Lancer compact sport sedan (including the Sportback 5-door; excludes Ralliart and Evolution models) joins the elite group of 2013 model vehicles that meet the Insurance Institute's rigid vehicle crash testing criteria in order to be called an IIHS "Top Safety Pick."

And for a second year in a row, the made-in-America, five-passenger 2013 Outlander Sport compact crossover makes the grade as an IIHS "Top Safety Pick." In addition, the IIHS also awarded the crossover with a "Top Safety Pick



+" designation, the highest accolade for vehicles that offer superior crash protection.

[Get special financing¹ on the top safety picks during the Mitsubishi 2013 Summer Sales Event >](#)

Warranty and Confidence

Read how Mitsubishi's warranty and confidence programs are your assurance that your new vehicle will be there for you, today and long into the future. >

2014 Outlander Receives IIHS "Top Safety Pick +"

The All-New 2014 Mitsubishi Outlander crossover has been named a 2013 "Top Safety Pick +" award winner by the Insurance Institute for Highway Safety (IIHS).

Mitsubishi Motors is the only automobile manufacturer to have its entire SUV lineup named as IIHS 2013 "Top Safety Pick +" award winners. Only three out of a total of 14 vehicles tested in the Small SUV segment received the "plus" distinction. Two of those three are Mitsubishi Motors vehicles: the All-New 7-passenger 2014 Outlander and the 5-passenger Outlander Sport.



[Read more about the Top Safety Pick + >](#)

Mitsubishi Owner's Day Events

Using #MOD360, Mitsubishi owners from all over the world can post photos to create a giant Mitsubishi mosaic. Visit mod-360.com to get a glimpse of what it's like to be a proud Mitsubishi owner, or attend one of the upcoming MOD events near you!

Factory:

Date: Saturday, September 21, 2013
Time: Gates open at 9 A.M. – 1 P.M.
Location: Mitsubishi Factory Illinois
100 N. Mitsubishi Motorway, Normal, IL 61761

East Coast:

Date: Saturday, October 5, 2013
Time: Gates open at 9 A.M. – 1 P.M.
Location: Campbell's Field
401 N. Delaware Ave., Camden, NJ 08102



Nearly 152,000 sweepstakes entries were submitted but only one lucky viewer had the chance to win a brand-new 2014 Mitsubishi Outlander in the SKYWIRE LIVE Sweepstakes. Congratulations to James S. of Santa Fe, New Mexico! He's the winner of a new 2014 Outlander. MMNA was the exclusive presenting automotive sponsor for the live broadcast of SKYWIRE LIVE with Nik Wallenda, which aired on the Discovery Channel and was the #1 social program, generating 1.3 million social comments.



[Check out the 2014 Outlander for yourself. >](#)

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¹Offer valid on 2013 Outlander, Lancer and Outlander Sport. Available through Mitsubishi Motors Credit of America, subject to approved credit and insurance. Some customers will not qualify. Retailer price, terms and vehicle availability may vary. May not combine with factory cash rebates. See your Mitsubishi retailer for details. All offers end September 3, 2013.

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