

This Month: Explore the 2017 Outlander family, race back into Mitsubishi history and more!

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100<sup>th</sup> Anniversary

## THE INSIDER

- THIS MONTH:**
- BUILD YOUR OWN SUV CROSSOVER
  - A CENTURY OF INNOVATION: THE COLT F2000
  - MEET THE NEW MIRAGE FAMILY & SAVE BIG
  - GOING ON NOW: MITSUBISHI'S 2018 REVEAL IN NYC

### THE OUTLANDER VS. OUTLANDER SPORT: BUILD ONE THAT FITS YOU /

Whether you're an adventure seeker or "safety first" is your motto, Mitsubishi has the 2017 SUV crossover with your life in mind. Both the [Outlander](#) and [Outlander Sport](#) are built with the innovative technology, outstanding fuel economy, unmatched reliability and the 10-year/100,000-mile Powertrain Limited Warranty that we're famous for. But, each also has tons of other sweet features available — as well as must-have accessories to help make it your very own — at incredibly affordable prices. So which Mitsubishi is your match? Find out below.

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### THE MITSUBISHI STORY: RACING INTO HISTORY /

We have a lot to celebrate in [#ACenturyOfInnovation](#) — including how our innovative technology led us to win *six* Grand Prix titles around the world! Check out our [History Timeline](#) to learn more about our racing wins and all the ways we've defied convention for 100 years and counting. Then follow us on [Facebook](#) and use your newfound knowledge to play [#TriviaTuesday](#)!

Here's a [#TriviaTuesday](#) example:

In 1971, Mitsubishi entered the Colt F2000 Formula race car into — and won — the Japanese Open Wheel Grand Prix, utilizing what kind of technology?

Find out the answer [here](#)!



[VIEW OUR TIMELINE](#)

THE 2017 MIRAGE FAMILY: DON'T MISS THIS OFFER /



THE 2017 MIRAGE MAKES ITS DEBUT /

What if you could pack more advanced technology, more fuel efficiency, more room, more style, more fun — plus our 10-year/100,000-mile Powertrain Limited Warranty — into a compact car? And then add MORE savings to an already affordable price? Well, we did. Introducing the 2017 Mirage — the most fuel-efficient, gas-powered, non-hybrid car in America — and the all-new 2017 Mirage G4 sedan. Get ready to be surprised, not only by all the breakthrough features you'll find in each model, but also by the savings you get when you negotiate your best deal!

2017 Mirage: 37/43 MPG<sup>1</sup>, Starting at \$12,995<sup>2</sup>  
Now Get \$1,500 Cash Back<sup>3</sup>

2017 Mirage G4 Sedan: 35/42 MPG<sup>1</sup>, Starting at \$13,995<sup>2</sup>  
Now Get \$2,000 Cash Back<sup>4</sup>

Hurry — these deals end May 1!



[\*\*SHOP NOW\*\*](#)

THE 2018 OUTLANDER SPORT MAKES ITS DEBUT /

Mitsubishi fans: The 2018 Outlander Sport is making its big debut right now at the 2017 New York International Auto Show! NYC locals still have time to check out its new design, colors, technology and more in person at the Jacob Javits Convention Center, North Hall, in New York City through Sunday, April 23. (Make sure to see our tech-loaded 2017 lineup while you're there.) If you can't make it to the show, no worries — read all about the 2018 Outlander Sport here!



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What's your dealer's **best price?**

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<sup>1</sup> EPA mileage estimate for CVT-equipped models. Actual mileage may vary.

<sup>2</sup> Manufacturer's Suggested Retail Price. Excludes destination/handling, tax, title, license, etc. Retailer price, terms and vehicle availability may vary. See your Mitsubishi retailer for details.

<sup>3</sup> Negotiate your best price and get a \$1,500 factory rebate on a new 2017 Mirage. Dealer price and vehicle availability may vary. May not combine with special APR or special lease offers. See your Mitsubishi dealer for details. Offer valid from 04/01/2017 through 05/01/2017.

<sup>4</sup> Negotiate your best price and get a \$2,000 factory rebate on a new 2017 Mirage G4. Dealer price and vehicle availability may vary. May not combine with special APR or special lease offers. See your Mitsubishi dealer for details. Offer valid from 04/01/2017 through 05/01/2017.

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