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**MITSUBISHI MOTORS ANNOUNCES 2015 MIRAGE ROCKFORD FOSGATE EDITION**

* **The new Edition features custom-engineered 300-watt premium audio system**
* **Starting MSRP of $14,945**

**CYPRESS, Calif. Oct. 29, 2015** – [Mitsubishi Motors North America, Inc](http://www.mitsubishicars.com/). (MMNA) today announced a new trim to the fuel-efficient 2015 Mirage, the Rockford Fosgate® Edition. Already the most fuel-efficient, non-hybrid, gasoline powered vehicle available in America today with a combined fuel economy of 40 mpg, the Rockford Fosgate Edition adds a custom-engineered premium audio system and other features to offer consumers a high-end model in a sub-compact car. The new Edition features a starting MSRP of $14,945.

The Rockford Fosgate Edition starts with the Mirage DE and adds a 300-Watt, Rockford Fosgate ecoPUNCH™ sound system, steering audio control, Bluetooth® hands free phone system and audio, cruise control, leather wrapped steering wheel, alloy wheels and special badging. Custom-engineered to match the interior and acoustics of the Mirage, the audio system’s advanced features include:

* Newly developed, dual 6.5-inch long-throw ecoPUNCH subwoofer system in Mirage-specific molded acoustic suspension type enclosure to allow the driver and passengers to “feel” the music
* Highly efficient, 300 Watt Class-D ecoPUNCH amplifier with full Digital Signal Processing (DSP) and featuring a proprietary discrete MOSFET subwoofer amplifier channel to deliver effortless power with low distortion

Standard features include automatic climate control, high-gloss piano black center console trim, rear spoiler, keyless entry with panic alarm, tilt steering, power windows with driver’s side auto-up/down, variable intermittent wipers, convenient split folding rear seat, rear seat heater ducts, body-colored power side mirrors, door handles and tailgate handle, plus many other welcome features.

“Rockford Fosgate is one of the most recognized and coveted audio systems in the automotive industry and we’re excited to offer this package in a segment that doesn’t typically offer premium audio systems,” said MMNA executive vice president, Don Swearingen. “With its remarkable affordability, fuel efficiency and an industry-leading warranty, this new audio package for the 2015 Mirage warrants strong consideration amongst car buyers.”

For more information on the 2015 Rockford Fosgate Edition Mirage please visit [media.mitsubishicars.com](http://media.mitsubishicars.com/) and be sure to visit us on [Facebook](https://www.facebook.com/Mitsubishi), [Twitter](https://twitter.com/mitsucars), [Google+](https://plus.google.com/+mitsubishicars/posts) and [YouTube](https://www.youtube.com/user/MitsubishiCars).

**About Mitsubishi Motors North America, Inc.**

Mitsubishi Motors North America, Inc., (MMNA) is responsible for all research & development, manufacturing, marketing, sales and financial services for Mitsubishi Motors in the United States. MMNA sells sedans and crossovers/SUVs through a network of approximately 380 dealers. MMNA is leading the way in the development of highly-efficient, affordably-priced new gasoline-powered automobiles while using its industry-leading knowledge in battery electric vehicles to develop future EV and PHEV models. For more information, contact the Mitsubishi Motors News Bureau at (888) 560-6672 or visit [media.mitsubishicars.com](http://media.mitsubishicars.com).

**About Rockford Corporation**

Setting the standard for excellence in the audio industry, Rockford Corporation develops and distributes high-performance audio systems for the mobile audio aftermarket and OEM market.  Headquartered in Tempe, Ariz., Rockford Corporation is a publicly traded company and markets its products under eight brands: Rockford Fosgate®, Rockford Acoustic Design™, Lightning Audio®, Crimestopper®, Blaupunkt®, Brax™, Helix™, and Renegade™. For more information, please visit: [www.rockfordfosgate.com](http://www.rockfordfosgate.com/), [www.rockfordacousticdesign.com](http://www.rockfordacousticdesign.com/), [www.lightningaudio.com](http://www.lightningaudio.com/), [www.crimestopper.com](http://www.crimestopper.com), [www.blaupunkt.com](http://www.blaupunkt.com), [www.braxhifi.com](http://www.braxhifi.com/), [www.helixhifi.com](http://www.helixhifi.com/) and [www.renegadecaraudio.com](http://www.renegadecaraudio.com/).

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