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**MITSUBISHI MIRAGE RECOGNIZED BY IHS AUTOMOTIVE FOR MODEL LOYALTY**

* **Mitsubishi Mirage recognized by IHS Automotive for highest model loyalty in the Non-Luxury Traditional Sub-Compact Car Segment**
* **Mirage 5-door sub-compact is the most fuel efficient gas-powered non-hybrid in America, with sales reaching well beyond expectations**

**Cypress, Calif., Jan. 14, 2015** – [Mitsubishi Motors North America, Inc](http://www.mitsubishicars.com/). (MMNA) is pleased to kick off the new year with recognition by IHS Automotive for having the highest Model Loyalty in the Non-Luxury Traditional Sub-Compact Car Segment for the 2014 model year\*.

“We are delighted to receive this Model Loyalty recognition by IHS Automotive,” said Don Swearingen, Executive Vice President of MMNA. “Mitsubishi Motors has experienced growing customer loyalty across our entire model lineup through the years, and this award demonstrates that we are successfully retaining our current customers while simultaneously introducing new consumers to the brand.”

IHS Automotive recognizes automotive manufacturers for superior owner loyalty performance, which is determined when a household that owns a new vehicle returns to market and purchases or leases another new vehicle of the same make or model.

The 2015 Mitsubishi Mirage, with a starting MSRP of $12,995, achieves an EPA fuel mileage rating of up to 37 mpg city/44 mpg highway and also has an NHTSA (National Highway Traffic Safety Administration) 4-Star Overall Vehicle Score.

For more information on the Mitsubishi Mirage please visit [media.mitsubishimotors.com](http://media.mitsubishicars.com/).

\*According to IHS Automotive’s U.S. owner loyalty analysis of the Non-Luxury Traditional Sub-Compact Car Segment, Mitsubishi Mirage had the greatest percentage of owners who returned to market and purchased or leased another Mitsubishi Mirage in the 2014 model year.

**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 400 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).

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