

Mitsubishi Motors Reports August U.S. Sales

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CYPRESS, Calif., Sept. 1 /PRNewswire/ -- Mitsubishi Motors North America, Inc. (MMNA) today reported August 2004 U.S. sales of 10,721 units, a three percent gain compared to July 2004 based on daily selling rate. Mitsubishi Motors has sold 123,715 units year to date in the United States.

"Dealer traffic has improved steadily over the past two months and retail sales trends are improving as we remain focused on building natural demand for our products," said Michael M. Tocci, MMNA senior vice president, sales, distribution and fleet. "Total sales have declined as we've eliminated risky financing deals and reduced our reliance on fleet sales, which will help us achieve healthy, long-term sustainable growth. Mitsubishi now offers the industry's best warranties and scheduled maintenance program, which are attracting consumers that want the confidence of owning the Best-Backed Cars in World."

Mitsubishi Motors North America, Inc., (MMNA) is responsible for all manufacturing, finance, sales, marketing, research and development operations of the Mitsubishi Motors Corporation in the United States, Canada, Mexico and Puerto Rico. Mitsubishi Motors sells coupes, convertibles, sedans and sport utility vehicles through a network of nearly 750 dealers throughout North America. For more information, contact the Mitsubishi Motors News Bureau at (888) 560-6672 or visit media.mitsubishicars.com.

Following is the sales breakdown for August 2004:

	2004		2003		2004	
	AUG	CYTD	AUG	CYTD	AUG	CYTD
ECLIPSE COUPE	884	9,195	3,444	20,837	-74.3%	-55.9%
ECLIPSE SPYDER	317	6,491	1,032	8,533	-69.3%	-23.9%
LANCER	1,879	28,778	4,619	34,286	-59.3%	-16.1%
LANCER EVOLUTION	349	3,078	576	3,196	-39.4%	-3.7%
LANCER SPORTBACK	186	1,176	--	--	0.0%	0.0%
MIRAGE COUPE	--	--	--	171	--	-100.0%
MIRAGE SEDAN	--	--	--	1	0.0%	0.0%
GALANT	3,049	32,812	7,134	53,411	-57.3%	-38.6%
DIAMANTE	138	2,808	470	6,567	-70.6%	-57.2%
TOTAL CAR	6,802	84,338	17,275	127,002	-60.6%	-33.6%
OUTLANDER	1,631	13,755	3,519	25,982	-53.7%	-47.1%
MONTERO SPORT	609	5,592	1,897	15,487	-67.9%	-63.9%
ENDEAVOR	1,385	16,278	3,912	14,809	-64.6%	9.9%
MONTERO	294	3,752	777	5,838	-62.2%	-35.7%
TOTAL SUV	3,919	39,377	10,105	62,116	-61.2%	-36.6%
TOTAL	10,721	123,715	27,380	189,118	-60.8%	-34.6%
US Assembled						
Cars:	4,250	48,498	11,610	82,781	-63.4%	-41.4%
Imported Cars:	2,552	35,840	5,665	44,221	-55.0%	-19.0%
US Assembled						

Truck/SUV:	1,385	16,278	3,912	14,809	-64.6%	9.9%
Imported						
Truck/SUVs:	2,534	23,099	6,193	47,307	-59.1%	-51.2%
US Assembled						
Vehicles:	5,635	64,776	15,522	97,590	-63.7%	-33.6%
Imported Vehicles:	5,086	58,939	11,858	91,528	-57.1%	-35.6%

** Selling Days	MTD	YTD
2004	25	205
2003	27	205

- (1) Galant, Eclipse, Eclipse Spyder
- (2) Lancer, Lancer Sportback, Lancer Evolution, Diamante, Mirage Coupe,
Mirage Sedan
- (3) Endeavor
- (4) Montero, Montero Sport, Outlander

Source: Mitsubishi Motors North America, Inc.