

Mitsubishi Motors And Deutsch Launch New Advertising Campaign To Promote "Best-Backed Cars In The World"

Hundreds of Technicians Bring to Life Mitsubishi Motors Commitment of Delivering Quality Vehicles for a Worry-Free Ownership

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Wouldn't it be comforting to know that - wherever you drive - your vehicle manufacturer is ready to back you up when you need it? That's what Mitsubishi Motors North America, Inc. (MMNA) is telling its customers in a new national advertising campaign launching today, in which hundreds of people in red Mitsubishi technician coveralls visually demonstrate what Mitsubishi Motors means by its "best backed cars in the world" commitment.

Created by Deutsch LA, the ad campaign opens with a pair of :30 and :60 spots called "Anthem" and feature the song "Draggin' The Line" by Tommy James and the Shondells. A :30 ad called "Road Trip" will debut in November. The all-new "best-backed" ad campaign will run through March 2005 on cable television stations such as TNT, BET, History Channel, USA, Food Network and MSNBC, as well as on network television in spot buys.

"Mitsubishi Motors' message of 'best backed cars in the world' is a fundamental underpinning of our brand that extends far beyond our warranty and sales," said Ian Beavis, senior vice president, marketing for MMNA. "It's an overall approach to building cars and represents everything our company stands for: from superior engineering, to product quality, to customer care."

The "Anthem" television spot features a Mitsubishi driver traveling through various locales in many seasons and weather patterns - while men and women in red Mitsubishi Motors technician coveralls line the road in a "wall" of red wherever the car drives. The technicians stand stoically, hands behind their backs, watching the car as it passes as if on standby should the customer need assistance. As the Mitsubishi pulls to a stop, one technician steps out of the line to tighten the tire valve cap, smiles at his colleagues for a job well done, then steps back into line.

In "Road Trip," the campaign's second spot slated to break in November, a technician is casually performing a regular vehicle maintenance service under a Mitsubishi vehicle in motion. He then nonchalantly rolls out from underneath the moving vehicle, pops up the creeper like a skateboard, and walks away with confidence that his task was completed.

"With Mitsubishi's 'Best-Backed Cars' program, we were looking for a way to bring to life the peace of mind inherent in such an extraordinary brand promise - and we think the 'men in red' campaign accomplishes this," said Eric Hirshberg, managing partner/executive creative director at Deutsch L.A. "The hundreds of men and women in coveralls visually demonstrate that Mitsubishi Motors 'has your back' and always has you covered."

The campaign will be reinforced at individual dealerships with point-of-sale elements such as giant posters featuring the technicians in red and the caption, "We've got your back." Additionally, product brochures in dealerships will highlight the "best-backed car" program. Radio spots touting the "best-backed" program also will run in the top 29 markets.

"Anthem" is the newest example of Mitsubishi's success in merging music and strong visual imagery to capture and hold the viewer's attention. This ad also incorporates strong messages to appeal to both a consumer's rational and emotional side of purchasing a car.

"We know consumers react both rationally and emotionally when buying a vehicle," Beavis explained. "The rational side of them will hear Mitsubishi's best-backed commitment, while the energy and music in these spots will provide an emotional link to the brand."

Mitsubishi Motors North America, Inc. is responsible for all manufacturing, finance, sales, marketing, and research and development operations of the Mitsubishi Motors Corporation in the United States and Canada. Mitsubishi Motors sells coupes, convertibles, sedans and sport utility vehicles through a network of approximately 600 dealers. For more information visit <http://media.mitsubishicars.com>.

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