

Mitsubishi Motors Showcases Ralliart Concepts and Aftermarket-Tuned Vehicles at 2004 SEMA Trade Show

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LAS VEGAS, Nov. 3 /PRNewswire/ -- Mitsubishi Motors North America, Inc. (MMNA) today showcased Ralliart concepts based on its popular Galant sedan and Endeavor SUV at the 2004 Specialty Equipment Market Association (SEMA) tradeshow. With the unveiling of these Ralliart concept vehicles, the company marked its fifth consecutive year as an exhibitor at the SEMA show, the world's premier automotive specialty products trade event. Both Ralliart concepts were designed in Mitsubishi Motors' design center in Cypress, Calif.

- (Photo: <http://www.newscom.com/cgi-bin/prnh/20041103/LAW004-a>)
- (Photo: <http://www.newscom.com/cgi-bin/prnh/20041103/LAW004-b>)

According to Ian Beavis, senior vice president, marketing for MMNA, SEMA is an important show for Mitsubishi Motors. "Mitsubishi cars and SUVs have a worldwide reputation for performance and aggressive styling," Beavis said. "SEMA provides us with the opportunity to showcase our products and design ideas to a discerning audience."

Mitsubishi Motors is displaying a total of seven vehicles in its booth, including the new Lancer Evolution MR and tuned versions of Lancer, Eclipse and Lancer Evolution. Mitsubishi models customized by other exhibitors also will be on display throughout the show.

Ralliart is the motorsports arm of Mitsubishi Motors Corporation. Worldwide, Ralliart vehicles feature enhanced performance, specialty equipment and sporty styling elements, such as more powerful engines, sport-tuned suspensions as well as special fascia and styling treatments.

"Using a Ralliart theme for Endeavor and Galant showcases the brand's sporty, racing heritage," said Dan Sims, general manager for Mitsubishi Motors' Cypress design center. "We like to think there is a little bit of Ralliart -- and at the extreme, a little bit of 'Evo' -- in all our cars. These Ralliart concept vehicles let us really show off that heritage."

Galant Ralliart Concept

The Mitsubishi Galant Ralliart concept embodies the definition of a Ralliart model. The concept vehicle features the same powerful 3.8-liter MIVEC high-output, 260 horsepower (hp) engine that will be available on the 2006 Eclipse, as well as the coupe's 6-speed manual transmission. The Galant Ralliart concept vehicle sits on 19 by 8.5 Racing Hart F10 wheels, 245/40/19 Goodyear Eagle F1 GS-D3 tires, Ralliart exhaust, as well as a custom cold air intake system and coilover springs suspension from Road Race Engineering. A rear stabilizer bar, front and rear strut braces, and Brembo's 4-piston brake kit (front) and custom cross-drilled rotors (back) complete the mechanical modifications.

Regarding the Galant Ralliart concept exterior, PIAA driving lamps, show car-quality paint, a metal mesh grille with Ralliart logo, as well as custom-integrated rear spoiler, front and rear fascia and side skirt, immediately make it clear that this is a special ride. The Galant Ralliart concept also features a custom interior, including coordinated carpeting and leather. Comfort and appearance are enhanced with Recaro® front driver and passenger seats, Ralliart shift knob, and Logitech driving simulator steering wheel and pedal set. Even a Recaro® baby seat has been added for the enthusiast family man. Sparco race helmets, as well as 4-point race harness (two sets), driving gloves and driving shoes are all

compliments of SuperAutobacs. In addition, the custom stereo system, installed by SuperAutobacs, features DLS speakers and amplifiers.

Endeavor Ralliart Concept

Mitsubishi Motors gave a similar Ralliart treatment to the Endeavor. The new 3.8-liter MIVEC high-output engine provides 260 hp, and the popular midsize sport utility vehicle rides on 20 by 8.5 Enkei LM1/5S wheels and 275/40/20 Falcon tires with a SuperAutobacs grounding kit. A five-speed automatic transmission, modified exhaust system and Road Race Engineering custom cold air intake and coilover suspension enhance performance, as do Brembo 4-piston brakes (front) and custom cross-drilled rotors (rear).

Visually, the Endeavor Ralliart concept vehicle stands out by incorporating PIAA driving lamps with factory-tinted headlamps, show car quality paint, a metal mesh grille with Ralliart logo and custom front and rear fascia and side skirt. Inside the vehicle, drivers will appreciate a custom interior including coordinated carpeting and leather. Recaro® front seats, Ralliart pedals, Logitech driving simulator steering wheel and pedal set and a custom shift knob all contribute to an enhanced interior appearance.

Knowing that the performance enthusiast demands the latest in technology, this Endeavor Ralliart concept is equipped with a Pioneer AVIC-80DVD navigation system and an Eclipse stereo system with speakers installed by SuperAutobacs. For pure fun and entertainment, a Sony Playstation 2 system running on a 30" Mitsubishi LCD monitor is also a key feature.

2004 Lancer Ralliart

Another exciting vehicle featured at the Mitsubishi booth is a 2004 Lancer Ralliart, customized with a range of Mitsubishi genuine accessories available at any Mitsubishi dealership.

This Lancer Ralliart exterior features body color-coordinated rear-wing spoiler with a graphite-look blade; acrylic hood protector and side window air deflectors; stainless steel scuff plates with Ralliart logo on the front door thresholds; and mirror-polished stainless steel accent for the tailpipe and roof spoiler with Vortex winglets to enhance appearance and reduce drag. Inside the Lancer Ralliart, sport meter gauges (voltage, temperature and vacuum) match the instrument panel; with aluminum sport pedals completing the package.

Lancer Evolution MR Edition

Also at the Mitsubishi booth is a Lancer Evolution MR Edition, featuring a 2.0-liter inline four-cylinder intercooled-turbocharged engine that delivers 276 hp at 6500 rpm.

The MR Edition is the highest-performance, street-legal Lancer Evolution, with a newly-standard Active Center Differential and front Limited Slip Differential, which work with Sports ABS to create a more natural, better-mannered driving feel. Strong fin-design BBS® forged aluminum wheels are exclusive on the MR Edition, and the vortex generator at the trailing edge of the roof creates small vortices that reduce drag and increase the down force generated by the rear-deck spoiler.

Styling inside the Lancer Evolution MR Edition is consistent with the exterior design: aluminum shift knob; aluminum and carbon fiber brake lever handle; aluminum pedals; sport meter gauge kit with three gauges (boost, voltage, oil pressure) clustered in the center stack; and a stainless steel plate embossed in red with the MR designation.

Moriyama Concept Eclipse

Several Mitsubishi vehicles tuned by other exhibitors are in this year's Mitsubishi SEMA booth. Among these is the Moriyama Concept Eclipse, the result of collaboration between Mitsubishi, Pepsi, RJ de Vera and Shawn Williams. This vehicle, an Eclipse concept vehicle customized with inspiration from Pepsi spokesmodel Eri Moriyama, has been touring the nation at all "Hot Import Nights" events.

The Moriyama Concept Eclipse captures the eye immediately with its Lamborghini Diablo Pink paint job and carbon fiber accents. Sitting atop massive 20-inch Motegi Racing wheels and BFG Goodrich tires, the vehicle is tuned with full intake and exhaust systems, as well as a N/X direct port nitrous set up. Inside the Moriyama Concept Eclipse, comfort and entertainment reign with Sparco seats, steering wheel and shift knob. Seven television screens as well as an audio system featuring three subwoofers, three powerful amps and front and rear staging units complete this outstanding project car.

Pepsi Mitsubishi Lancer Evolution VIII

Another featured vehicle included the Pepsi Mitsubishi Lancer Evolution VIII 2004 Sweeps Concept Car, a collaboration between Mitsubishi Motors, RJ de Vera and Pepsi.

This special Lancer Evolution concept vehicle reinforces the Lancer's reputation for high performance and aggressive styling, with a variety of enhancements. A Veilside VS-GT full aero kit and Evo VIII VS-GT wing give the vehicle a cutting-edge, sporty appearance, as does a Versus Motorsports carbon hood and graphics from Auto Indulgence. Performance is boosted with a DC sports exhaust system, AEM intake system, Denso iridium power spark plugs and an Eibach suspension kit. Black suede-wrapped Recaro seats with matching panels and a carbon-style dash and power window trim package add extra flair to the interior of this Lancer Evolution concept car. The interior, which was customized by Street Concepts, also boasts a Veilside shifter and a full audio system with Pioneer CD/tuner head unit, Infinity front and rear stage speakers, Infinity subwoofers and JBL amplifiers. AMS installed the audio system in a trunk enclosure with neon lighting.

Project EVO VIII RS-T (Tarmac Edition)

Another innovative concept vehicle at this year's booth is the Project EVO VIII RS-T (Tarmac Edition) model under development by the Greater Los Angeles Auto Show with the assistance of tuner shops.

This customized version of the popular Lancer Evolution features an APR Performance GTC 200 rear wing, Formula GT3 mirrors, and graphics and performance lighting from Auto Indulgence. The vehicle also showcases a number of other styling and performance enhancements from a number of specialty shops, including Star Shield, armor paint protection; Al & Ed's Autosound, Alpine mobile electronics system with Scosche interconnects; Location Solutions, vehicle monitoring system; Racetech, driver's seat; XM, satellite radio; Wheel Warehouse, ARC intake system, titanium radiator, manifold covers, Espelir JGT 500 exhaust system and down pipe, Hotchkis anti-roll bars, Volk Racing, TE 37 forged aluminum wheels; Eurasian Autosport, exhaust/intake installation; Hawk, performance brake pads; Nitto, NT555 performance tires -- 235/40/18; Tokico, adjustable dampers; and Vogtland, performance springs.

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 650 dealers. For more information visit <http://media.mitsubishicars.com>.

Powertrain:

- * New Mitsubishi 3.8L MIVEC engine
- * Road Race Engineering custom cold air intake (CAI)
- * 6 speed manual transmission
- * Ralliart exhaust

Suspension/Wheels/Braking:

- * Road Race Engineering custom coilover springs suspension
- * Rear stabilizer bar
- * Front and rear strut braces
- * 19 by 8.5 Racing Hart F10 wheels
- * 245/40/19 Goodyear Eagle F1 GS-D3 tires
- * Brembo 4-piston brake kit (front)
- * Brembo custom cross-drilled rotors (rear)

Exterior:

- * Custom front fascia
- * Custom side skirts
- * Custom rear fascia
- * Custom integrated rear spoiler
- * PIAA driving lamps

Interior:

- * Recaro front seats (retrimmed)
- * Recaro baby seat (retrimmed)
- * Custom interior including carpeting and leather
- * Ralliart pedals
- * Ralliart shift knob
- * DLS speakers and amplifiers
- * SuperAutobacs stereo installation
- * Sparco race helmet, 4-point race harness (2 sets), driving gloves

and

- driving shoes supplied by SuperAutobacs
- * Logitech driving simulator steering wheel and pedal set

ENDEAVOR RALLIART CONCEPT

Powertrain:

- * New Mitsubishi 3.8L MIVEC engine
- * Road Race Engineering custom cold air intake (CAI)
- * SuperAutobacs supplied grounding kit
- * 5-speed automatic sports mode transmission
- * Modified exhaust

Suspension/Wheels/Braking:

- * Road Race Engineering custom coilover springs suspension
- * 20" by 8.5 Enkei LM1/5S wheels
- * 275/40/20 Falcon tires
- * Brembo 4-piston brake kit (front)
- * Brembo custom cross-drilled rotors (rear)

Exterior:

- * Custom front fascia
- * Custom side skirts
- * Custom rear fascia
- * Custom integrated rear spoiler
- * PIAA driving lamps
- * Factory tinted headlamps

Interior:

- * Custom front seats
- * Custom interior including carpeting and leather
- * Ralliart pedals
- * Custom shift knob
- * Pioneer AVIC-80DVD Navigation System
- * Eclipse speakers and amplifiers
- * SuperAutobacs stereo installation
- * Logitech driving simulator steering wheel and pedal set
- * 30" Mitsubishi LCD Monitor
- * Sony Playstation 2

2004 LANCER RALLIART

Powertrain:

- * Mirror-polished stainless steel accent for the tailpipe

Exterior:

- * Body color-coordinated rear wing spoiler with graphite-look blade
- * Acrylic hood protector
- * Acrylic side window deflectors
- * Stainless steel scuff plates with Ralliart logo on front door thresholds
- * Roof spoiler with Vortex winglets to enhance appearance and reduce drag

Interior:

- * Sport meter gauges (voltage, temperature, vacuum) match instrument panel
- * Aluminum sport pedals

PEPSI/ERI MORIYAMA MITSUBISHI ECLIPSE

Suspension/Wheels/Braking:

- * Magnaflow stainless exhaust
- * AEM intake system
- * DC Sports headers
- * N/X direct port nitrous set up
- * Eibach suspension system
- * 20-inch Motegi racing wheels
- * BFG Goodrich tires

Exterior:

- * Custom aero package from Pure Styling/Versus Motorsport
- * GT Spec carbon wing by Charge Speed Japan
- * Lamborghini Diablo Fushia Candy Color paint job by FIX Auto Body
- * Graphics by Auto Indulgence

Interior:

- * Sparco seats with matching black/gray/pink suede interior
- * Sparco steering wheel and shift knob
- * Clarion flip out TV/DVD player with 7-inch LCD screens in visors, 15-inch flip down monitor in trunk, and flip down monitor in head panel
- * JBL Audio amplifiers
- * Infiniti Car Audio speakers
- * Sony PlayStation 2

PEPSI MITSUBISHI LANCER EVOLUTION VIII

Suspension/Wheels/Braking:

- * DC Sports exhaust
- * AEM intake system
- * Denso iridium power spark plugs
- * Eibach suspension system
- * 19x8 RO_JA Formula 1 forged wheels
- * BFG Goodrich G-Force KDW 235/135/19 tires

Exterior:

- * Veilside VS-GT full aero kit
- * Veilside Evo VIII VS-GT wing
- * Versus Motorsports carbon hood
- * Graphics by Auto Indulgence

Interior:

- * Black suede-wrapped Recaro seats with matching panels
- * Carbon-style dash and power window trim package
- * Veilside shifter
- * Street Concepts interior
- * Pioneer CD/tuner head unit
- * JBL Audio amplifiers
- * Infiniti Car Audio front and rear stage speakers and subwoofers
- * Audio system custom-installed in trunk enclosure with neon lighting

by

AMS

LA AUTOSHOW PROJECT EVO VIII RS-T (Tarmac Edition)

Powertrain:

- * ARC intake system and titanium radiator and manifold covers (Wheel Warehouse)
- * Espelir JT 500 exhaust system and down pipe (Wheel Warehouse)
- * Eurasian Autosport -- exhaust/intake installation

Suspension/Wheels/Braking:

- * Hawk performance brake pads
- * Hotchkis anti-roll bars (Wheel Warehouse)
- * Nitto NT555 performance tires -- 235/40/18
- * Tokico adjustable dampers
- * Vogtland performance springs
- * Volk Racing TE 37 forged aluminum wheels (Wheel Warehouse)

Exterior:

- * APR Performance GTC 200 Rear Wing and Formula GT3 mirrors (Auto Indulgence)
- * Auto Indulgence graphics and performance lighting
- * Star Shield armor paint protection film

Interior:

- * Alpine mobile electronics system with Scosche interconnects (Al & Ed's Autosound)
- * Locator Solutions vehicle monitoring system
- * Racetech driver's seat
- * XM Satellite Radio

Source: Mitsubishi Motors North America, Inc.