



Mitsubishi Lancer X Officially Launched in Russia

Moscow, Russia, June 19, 2007 – Rolf Import, the distributor of Mitsubishi Motors in Russia, officially announced the launch of the new tenth generation Mitsubishi Lancer on the Russian market. The presentation was held in Moscow on June 14, 2007 and was attended by more than 1,000 guests.

Mitsubishi Lancer X is a bold, comfortable, dynamic and safe sport-tuned vehicle that comes with various options packages. Lancer X is part of the new family of Mitsubishi cars based on the original Project Global platform. The platform served as the basis for several new Mitsubishi models, including the new mid-sized Outlander XL off-roader and the new generation of Lancer Evolution sports cars.

“I’m confident that the new generation of Mitsubishi Lancers will be as popular in Russia as their predecessors,” said Dmitri Rotkin, General Director of Rolf Import. “We have gone to great lengths to offer Russian drivers an entirely new model, which retains the best of the old features, including adaptation to Russian climate and road conditions.”

The new model is far superior to the previous one in terms of physical dimensions, interior space and torsional rigidity.

The steering in the new Lancer generation is even more precise thanks to its new suspension mount design. Lancer X’s smooth driving dynamics come from a new aluminum cylinder engine and a class ‘C’ continuously variable transmission (CVT) with steering wheel paddle shifters, unprecedented for this class.

Mitsubishi Lancer X is available in three option packages: Invite, Invite+ and Intense. The basic 1.5 Invite is the optimal package with core options such as air conditioning, electric windows, electric engine actuation, side mirror heating, front air bags and a factory-installed audio system. The Mitsubishi Lancer X with the 1.5 Invite package is priced at \$17,990. At the same time, the price of the 2.0 Invite+ package is lower than the previous model with a similar options package.

Mitsubishi Lancer is one of the most popular cars in Russia. It has won almost all the high-profile industry prizes, including Za Rulyom’s Grand Prix, one of the most prestigious. It was the most popular foreign car in Russia in 2005 based on sales, and was named Car of the Year in the small/medium car

category in Russia's national Car of the Year competition in 2005 and 2006. Last year Mitsubishi sold 68,865 cars in Russia, 68% of which were Mitsubishi Lancers (46,969 cars).

Rolf Group of Companies is launching the Mitsubishi Lancer X in Russia alongside the implementation of its new, unique BlueFish project.

BlueFish is the first Russian company specializing in the distribution of used cars. By using the new service developed by BlueFish, Rolf Import (the distributor of Mitsubishi Motors) and Alfa Bank, owners of old Mitsubishi Lancer models can trade in their car for a new Mitsubishi Lancer X, which is now available in the following Rolf dealerships in Moscow: Rolf-Khimki, Rolf-Diamant and Rolf-Yug.

About Rolf Import

Since 1998, Rolf Import (formerly Rolf Holding) has been the general distributor of Mitsubishi Motors in Russia. The company's activities include the wholesale supply of Mitsubishi cars and car parts, the creation and development of a dealership chain and technical support, including the certification of Mitsubishi products, post-sale support, training of personnel and marketing activities to promote the Mitsubishi Motors brand. Today the Mitsubishi Motors dealership chain consists of 91 dealership centers in 64 Russian cities.

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