



## Media Release

### International and Australian leaders of Mitsubishi Motors visit KI

**19 August 2016:** In a recent visit to Kangaroo Island, Mitsubishi Motors Corporation (MMC) and Mitsubishi Motors Australia (MMAL) officially extended their support to Kangaroo Island Council to help raise awareness about the benefits of electric vehicle (EV) and plug-in hybrid electric vehicle (PHEV) use on the Island.

MMC Chairman of the Board and President, CEO Mr Osamu Masuko said, "At MMC, we applaud the Kangaroo Island Council's steps to establish a sustainable future for residents and visitors by paving the way for greater use of electric and plug-in hybrid electric vehicles. Reducing emissions helps you preserve all that is exceptional about your Island.

"MMC has committed to provide some infrastructure support for the Island and is proud to be associated with the initiative.

"Our visit was to get a first-hand experience of Kangaroo Island, to understand how the initiative will roll-out on the ground and to meet our partners. We know you are the fourth most popular tourist destination in Australia with over 200 thousand local and international visitors per year, which will grow with the airport," said Mr Osamu Masuko during this visit. Earlier in the week Mr Masuko met with the Premier, Jay Weatherill, and reiterated MMC's support for the State Government's initiatives to move toward a low carbon economy and greener future.

Ms Wendy Campana, Commissioner for Kangaroo Island also met with Mr Masuko and his team and said, "I look forward to continuing to work with Kangaroo Island Council, the Community, State Government and partners such as Mitsubishi Motors, to grow the economy, and meet the needs of Community and visitors alike in an environmentally sensitive and effective manner.

"The State and Federal Government's investment in the Kangaroo Island Airport Upgrade is proving to be a key enabler for the Island economy, creating investor confidence, and driving visitation and growth. The provision of expanded services to these growing visitor numbers is vital and to be able to do this whilst extending protection to the very environment that is the island's drawcard is both innovative and exceptional, and clearly demonstrates the Council's commitment to facilitating sustainable development."

Kangaroo Island Council Mayor Peter Clements said that much of the value and attraction of 'brand KI' is wrapped up in its 'green' status – beautiful beaches, pristine environment, clean air, blue skies, abundant wildlife: “Think how much more we reinforce that message if we have a core fleet of EV and PHEV hire cars powered by renewable energy. We already have the largest regional EV charging network in Australia, all of it powered by renewable energy.”

This vision, which is shared by Council and Mitsubishi Motors also supports the State Government's efforts to encourage the uptake of EVs and PHEVs as one of a range of initiatives to achieve zero emissions by 2050.

Mitsubishi Motors is a world leader in this technology, having developed EVs for 50 years, in addition to a growing range of PHEVs. By 2019-20 Mitsubishi Motors is expecting to release an affordable, all-electric mini SUV with zero emissions, with an expected range of in excess of 400km on a single charge. According to Kangaroo Island Council CEO Andrew Boardman, “this would be ideally suited to our Island given its size, spread of attractions and mix of road surfaces.”

“We certainly need to plan for the increase in visitor numbers following the development of the airport. An EV and PHEV fleet of small SUVs will help minimise visitor impact on our road network, and on our environment through decreased emissions and noise. Being all-wheel drive SUVs, they will also provide self-drive tourists with a safer and more robust way of managing all types of road surface,” Mr Boardman said.

The Council is keen to work with local businesses who may be interested in becoming involved in the EV network – whether as potential PHEV/EV car users or EV Friendly businesses and has recently started to engage with accommodation providers across the Island to build an understanding for the options there are for participation at little / no cost in most cases.

“This project creates opportunities for local businesses and promotes an environmentally responsible approach to tourism. It also presents an excellent opportunity for Mitsubishi Motors to be promoting a fleet of PHEVs and future EVs, designed for use in regional destinations with some tough road challenges.”

The Council currently has two plug-in hybrid electric Mitsubishi Outlanders operating in its fleet, and has been very impressed with the model's reliability and suitability.

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