

## Qatar Automobiles Company launches the all new Pajero

Doha, Qatar; March 22, 2007: Qatar Automobiles Company, the exclusive dealer of Mitsubishi Motors Corporation (MMC) in Qatar and a subsidiary of Nasser Bin Khaled Group, announced the launch of the all new Mitsubishi Pajero in the Qatari market in a breathtaking event at the Four Seasons on the 21<sup>st</sup> of March 2007.

The launch event commenced by a welcoming speech by Mr. Paul Maryan, the Chief Operation Officer who welcomed the guests and shed some light on the great features of the all new Pajero, followed by the speech of Mr. Shintaro Hirano from Mitsubishi Motors Corporation – Japan. The event witnessed the participation of H.E. Mr. Masahiko Horie, the Japanese Ambassador in Qatar, who praised the continuous efforts of Qatar Automobiles Company to take the name of Mitsubishi to higher levels.

After the speeches, a documentary film was shown featuring the outstanding specifications of the all new Pajero. The documentary was filmed in several tourist landmarks in Qatar such as Corniche, Aspire and the sand dunes of Sealine to reveal the true capabilities of the new SUV.

The guests were impressed by the ambience and lighting of the event and by the unique reveal of the car which was driven by the legendary Qatari rally driver Saeed Al Hajri, in line with astonishing musical rhythm fire and laser show.

At the end of the event, the guests had the chance to take a closer and detailed look on the all new Pajero and discovered its amazing characteristics and qualities.

Worthy to note, Mitsubishi has sold about 2.5 million Mitsubishi Pajeros in more than 170 countries since its debut in 1982, establishing a bright reputation as an integrated sport-utility vehicle that delivers an unmatched off-road performance with high-speed cruising and comfort of a sedan.

During the development of the fourth generation, Pajero underwent a full range of testing programs of various and extreme conditions and climates. These included simulated compatibility testing at an altitude of 2,500 m in the European Alps and minus 40 degrees temperature in Northern Europe, as well as real off-road driving in the African desert and the Australian tough environment.

For the purpose of enhancing its off-road capabilities and durability, the all new Pajero also benefits from technologies and expertise of dominating the Dakar Rally, the most grueling endurance rally in the world. The new Pajero retains the all-round independent suspension and Super Select 4WD-II (SS4-II) driveline introduced in the 3<sup>rd</sup>-generation model to give it unmatched go-anywhere capabilities over all surfaces.

New technologies distinguishing the new model include an upgraded Active Stability & Traction Control (ASTC) system, a weight-reducing aluminum engine hood and stiffer body, new sound system and classy uptown interior, making the all new Pajero a premium-value SUV.

The all new Pajero also brings significant improvements in safety and environmental performance, thanks to the dual-stage SRS airbags for driver and front passenger, side-impact and curtain airbags and other new passive safety measures.

The all new SUV is offered in 7-seater long and 5-seater short body types that suit the different driving requirements, demands and lifestyles with various levels of equipment and accessories.

The newborn Pajero retains its trademark design of previous generations with styling cued by powerful straight lines that clearly hint at its off-road performance capabilities and identify it as a real SUV. The front visage takes the eyes of a wildcat (from which the Pajero name is derived) and is further distinguished by headlights with swept up undersides for better obstacle avoidance.

The large door mirrors house an indicator repeater and approach lamps that light up the area around the front doors at night and feature a deflector on the underside of the housing that helps to keep rain flowing round onto the door window.

As to the lavish interior, the dashboard is composed of clean lines with a powerfully shaped cross section and the instrumentation layout is clearly zoned by function, with the Center Information Display that shows vehicle operating status information at the top, the audio control panel below and the climate control panel at the bottom. Frequently used controls have been made larger for better visual location and to facilitate more accurate operation.

The new Pajero retains the generous ramp angles that define it as a true all-round SUV and allow it to overcome all types of surfaces with an approach angle of 36.6-degrees (36.7-degrees on the short body); break over angle of

22.5-degrees (25.2-degrees) and departure angle of 25-degrees (34.8-degrees).

The heart of the all new Pajero is powered by two engines, the 3.8-liter V6 24-valve SOHC MIVEC<sup>\*2</sup> unit and 3.0-liter V6 24-valve SOHC with ECI-Multi fuel injection engine, that feature detail improvements, realizing a successful blend between high output and economic and environmental performance.

The all new Mitsubishi Pajero is expected to reshape the standards of performance, power and driving abilities and achieve high sales numbers for its state-of-the-art technology, modern design, reliability, luxurious options and off-road superior abilities.

Qatar Automobiles Company, the exclusive dealer of Mitsubishi Motors Corporation (MMC) in Qatar was founded in 1970 as a subsidiary of Nasser Bin Khaled Group, noting that QAC is also the exclusive dealer of Mitsubishi FUSO truck & Bus along with Mitsubishi's original spare parts.

In the last five years, the company registered above 70% growth. QAC's impressive performance was recognized when it was awarded "The Best Performance Award in GCC countries for 2002", "Best Sales Award for 2003", "The Best Performance Award in the Middle East for 2003", "Record Annual Sales Award for 2004", "One of the Best Dealers for 2004", "One of the Best Dealers in the Middle East for 2005", and recently "FUSO Award for Special Achievements for 2005" from Mitsubishi FUSO Truck & Bus.