

Mitsubishi launches new ASX model

Aims to increase sales by 30 percent

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Mitsubishi's new ASX crossover SUV was officially launched in Puerto Rico Monday at the Puerto Nuevo docks just as a fleet of the new model was unloaded from the Glorious Express pure car carrier.

"We expect the people of Puerto Rico will show great support for this new model," Mitsubishi Motors president and CEO for Puerto Rico Masahiro Oshikiri said.

Mitsubishi Motors, one of the top 20 auto makers in the world, has 21 dealerships across the island and is the second best selling auto maker in Puerto Rico, with an average of 800 to 900 units sold monthly, according to automobile sales reports compiled by Plaza Motors.

"Our goal is to increase our monthly sales on the island by 30 percent over the next year," Oshikiri said.

A significant part of Mitsubishi's sales strategy is based on the projected success of the new ASX.

The Japanese manufacturer's bestselling vehicle in the island is its Lancer model, of which they expect to sell 600 units a month; 300 of its Outlander model and another 300 of the new ASX.

The ASX, also labeled "Outlander Sport," has an introductory price of \$19,999 for its basic two-wheel drive version. The top of the line Sky Package is listed to sell for \$24,495.

"The ASX offers the latest car technol-



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The Glorious Express pure car carrier and Mitsubishi's new ASX crossover SUVs.

ogy which, along with its price, makes it a very attractive and affordable for the customer," Oshikiri said.

The Mitsubishi executive compared the ASX standard equipment to that of Hyundai's Tucson SUV model, one of its closest com-

petitors and pointed out the significant price difference.

"If you compare the ASX with the Hyundai Tucson you see the Tucson has a starting price of \$22,495 for the manual transmission model and \$23,495 for the automatic

transmission. Our ASX is only \$19,999 for the automatic transmission," he explained.

The launching event took place on Dock M, where Mitsubishi dealer executives, bank representatives and the press had the chance to witness the unloading process of the vehicles and go on board the Glorious Express, one of NYK Line Pure Car Carriers (PCC).

Guests were invited to board the vessel to learn about the operations of a PCC or Roll-on/Roll-off (Ro-Ro) ship. This type of ship is designed to carry wheeled cargo such as automobiles, trucks, agricultural equipment, railroad cars and even small aircrafts that are driven on and off the ship on their own wheels.

Guests were hoisted to the ship's weather deck via crane so they could see for themselves the unloading of the new ASXs as well as having a glimpse at how such a behemoth is operated both at sea and while it is docked. After a visit to the ship's bridge and the captain's welcome, visitors had the opportunity to go into one of the decks where the ASXs were being unloaded.

The Glorious Express length is 170 meters and its breadth is 32 meters. It can carry up to 4,500 vehicles, depending on their size, in its 12 decks. The NYK Line is a world leader mega carrier with a 120-year history that makes it one of Japan's oldest companies.



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NYK & Mitsubishi Vessel Activity 2010

