

## **Announcement, on opening the First Dealership in Europe. Launching Himiko in the UK market.**

Mitsuoka Motor Co., Ltd. (President: Akio Mitsuoka at Head Office: Toyama City, Toyama Prefecture) hereby officially announce the First ever Dealership in Europe (UK) with the Sales of Mitsuoka Himiko to be called in UK as Mitsuoka Roadster.

As for the sales, M/s. T W White & Sons Limited (hereinafter to be mentioned as TWWS, President : Mr. Neil White at Head Office : Surrey, England) will be managing it, through a number of their sales facilities, located across Surrey, South London and Kent.

For many years, we have been seeking our sales opportunities in the European and US Markets. By launching our first business in the market of UK, whose automobile industry has a long history, we are achieving one of our major turning point. From this startup, we are expecting to exploit new possibilities for the future expansion of our sales in the overseas markets.

In Japan, Mitsuoka Himiko (Model name in the UK: Mitsuoka Roadster) is the current model, which starts selling since its release in December 2008.

Mitsuoka Roadster is a 2-seater convertible sports car, with beautiful proportion of long nose plus short deck which reminiscent the 1930's classic cars, having both safety and comfort features with modern technology.

The opening and closing of the power-retractable hard top only takes 12 seconds. In addition, the transmission can also be selected as 6speed manual, which is not available in Japanese model.

Mitsuoka Himiko (Model name in the UK: Mitsuoka Roadster) was developed particularly in consideration of 'the design which can be accepted in the European and US market' from the very beginning.

The order trends in our overseas dealers, also indicate its high popularity from European Customers.

With the prospect of certain demands in Europe, we have been advancing the preparations, toward launching of our first business in the UK market, since last year. UK is one of the mature market, which is having a significant number of small automobile manufacturers of sports and convertible cars.

We believe that Mitsuoka Himiko (Model name in the UK: Mitsuoka Roadster), which is having a beautiful and classic design, along with the latest technology, will definitely be able to meet the expectations of the UK market.

- Model : Mitsuoka Roadster
- Seating Capacity : 2 Passengers
- Engine Type : 2.0 MZR
- Transmission : 6MT / 6AT
- Roof Type : Power-retractable Hard Top
- Minimum Selling Price : £53,800

The annual sales target is set to be 24 units. We are having the plan to begin the sales in early June, 2015. This time, under the Brand Name of Mitsuoka, we are managing to sell only Mitsuoka Roadster.

- Exclusive Distributor/Dealer (Exclusive distribution/dealership agreement in the entire United Kingdom and Ireland)  
T W White & Sons Limited (TWWS)  
Address : 242 Lower Road, Bookham, Surrey KT23 4DE  
URL : [www.twwhiteandsons.co.uk](http://www.twwhiteandsons.co.uk)

- Main Showroom : TWWS / Effingham Showroom  
Address : The Crossroads, Effingham, Surrey KT24 5PE  
TEL : (+44) 0844 558 0293  
E-mail : [enquiries@mitsuoka-motor.co.uk](mailto:enquiries@mitsuoka-motor.co.uk)  
URL : [www.mitsuoka-motor.co.uk](http://www.mitsuoka-motor.co.uk)

Note: There is a false website announcing themselves as our distributor/dealer.  
We, Mitsuoka Motor Co., Ltd and T W White & Sons Limited don't have any relationship  
with the following website/dealer.  
[mitsuoka.co.uk](http://mitsuoka.co.uk)  
[mitsuokacars.co.uk](http://mitsuokacars.co.uk)  
[mitsuoka.uk](http://mitsuoka.uk)

- Mitsuoka Roadster Launching Exhibition  
Date : June 13, 2015  
Location : Biggin Hill Festival

- Images, for the media purpose (if required) can be downloaded through the following link:  
URL : [http://www.mitsuoka-motor.com/press\\_dl/](http://www.mitsuoka-motor.com/press_dl/)

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