

MITSUOKA First exhibition at the 2016 London Motor Show

Mitsuoka Motor Co., Ltd. (President: Akio Mitsuoka / Headquarters: Toyama, Toyama Prefecture), with the cooperation of M/s. TW White & Sons, Ltd. (Managing Director : Mr. Neil White / Headquarters in Surrey) with whom signed an exclusive distribution agreement for the United Kingdom and Ireland market, will be displaying their products, for the first time, at the London Motor Show, which will be held during May 2016.

The show, which is going to be held in London city, has been delayed two times since 2008, and after eight years of long waiting the London Motor Show is expected to attract many motor-fans, families and a large number of visitors.

From Mitsuoka, two models are scheduled for the exhibition.

● Mitsuoka Roadster (Mitsuoka Himiko in the Japanese market)
: model introduced in June 2015 to the United Kingdom market.

● Mitsuoka Viewt

: Reference Exhibit

The sale of the Viewt started in January 1993 and it is one of our long-selling model with over 15,000 units already sold in Japan. We are seeing a potential market for the Viewt in the UK as its design reminisce the former model of Jaguar MKII. Furthermore, many units (used one) has already been imported by the individuals as Parallel Import into the UK.

By arranging this reference exhibit, we would like to observe the possibilities for this model in the market.

“For MITSUOKA MOTOR CO., LTD., which for many years, seeking for a chance to enter the European and US Market, the year 2015 brought a big achievement with entering in a long-established and mature market of the UK. The London Motor Show will give us a better opportunity to strengthen the overseas market and the name of Mitsuoka will then be known by many other European Countries, who are still unaware of us. In the mature market of Sports and Convertible Cars of the UK, which is also having several small manufacturers with low-volume production, the concept of Mitsuoka that combines the modern technology to the classic design, will hopefully be welcomed by the motor-fans.”

As said by Mr. Minoru Watanabe, the Executive Officer plus General Manager at Overseas Division.

In addition to the US and European markets, we are also focusing to accelerate the overseas expansion and making efforts towards Asian and Middle East areas, for further market expansion.

- Mitsuoka Japan official website
URL : <http://www.mitsuoka-motor.com/global>

- Mitsuoka UK official website
URL : <http://www.mitsuoka-motor.co.uk>

- Exclusive distributor company (for United Kingdom and Ireland)
T W White & Sons Limited
Address: 242 Lower Road, Bookham, Surrey KT23 4DE
URL : <http://www.twwhiteandsons.co.uk>

- The London Motor Show schedule and Location
Press day : 5-May-2016 (Thursday) 15 : 00~18 : 00
Public open day : 6-May-2016 (Friday) ~ 8-May-2016 (Sunday) 10 : 00~18 : 00
Location : Battersea Evolution
London SW8 4NW, United Kingdom

- The London Motor Show Official website
URL : <http://thelondonmotorshow.co.uk/>