



December 18th, 2017
Mitsuoka Motor Co., Ltd.

Establishes Distributor in Monaco, in order to expand the sales of Left Hand Drive Mitsuoka Cars

Mitsuoka Motor Co., Ltd. (President: Akio Mitsuoka, based in: Toyama City, Toyama, Prefecture) established a Distributor in Monaco in order to expand the sales of Left Hand Drive Mitsuoka Cars in Europe.

The Distributor, with whom the Mitsuoka Motor has signed the Agreement is “M/s. Monaco Creative Motors S.A.R.L. (MCM)” located at Château d'Azur, 44 Boulevard d'Italie, 98000 Monaco (Director General: Mr. Sergey Kalnitsky).

Mitsuoka has already sent LHD Himiko to Germany and France via MCM.

The cars which were sent to Europe, were specifically designed more gorgeous and flashy, to meet the needs in European market.



Mitsuoka plans to promote the sales for Left Hand Drive cars in Europe, by establishing the distributor in Monaco. Monaco is well-known for Casinos, F1 Monaco Grand Prix, WRC Monte Carlo Rally, along with the amazing view of the Mediterranean Sea.

Fully utilizing the geographical benefits, Mitsuoka is planning to establish its brand image in the European market. Mitsuoka will release the second generation of “Himiko” in 2018 and will reach out to Europe with it.

Monaco Creative Motors is the Second Distributor in Europe, subsequent to Mitsuoka Motor UK, which is already distributing the RHD Himiko/Roadster in the UK market.

Monaco Creative Motors S.A.R.L.

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Vehicle pictures can be downloaded as per below:

http://www.mitsuoka-motor.com/press_dl/

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