



NEW "HIMIKO" LAUNCHING ANNOUNCEMENT

Mitsuoka Motor Co., Ltd. (President: Akio Mitsuoka, Head Office: Toyama City, Toyama Prefecture) hereby officially announce the Full Model Change of the 2-Seated Convertible "HIMIKO", the sales of which will be started in Japan from February 23rd, 2018 (Fri).

"Himiko" is the only model in the country, as a Classical 2-Seated Convertible, fascinated by the beautiful proportions of the long nose and short deck. New Himiko inherits the concept since the first sales in 2008, but this time, with more sophisticated design.

The front fender, which expresses the strength of capturing the earth, and the LED illumination lamp that is arranged along there, hides a modern design, creates a classical silhouette. The Black character line on the front fender, strikes a good balance of functionality and modern interpretation of the 1930's vintage cars.

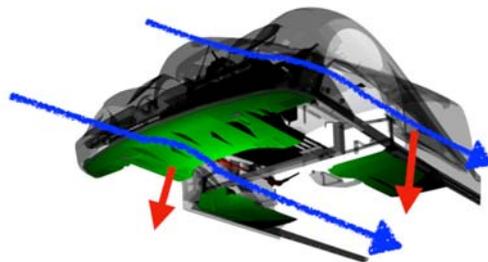
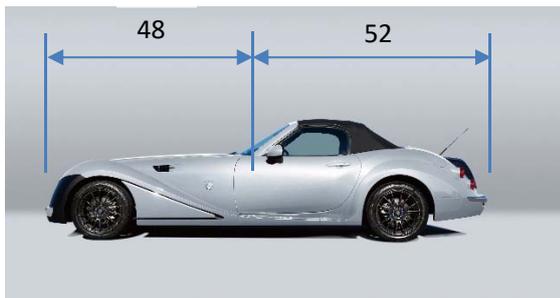


In addition, the New Himiko has shorter Wheel-base compared to the previous model, but with longer overhang. This enables the New Himiko to have more definition for its style. The large Radiator Grille, with a thick outline, a thin and elegant lattice-like contrast, produces a luxurious feeling.

The rear style, which is exceptionally low, is definitely differs the Himiko from the other modern cars. The curvy shoulder line with the combination of fender, reflects the sunshine in different dimensions, which shows like a dancing shines. The trunk box reminiscent of the external trunk seen in the vintage car, while tightening the rear view, will definitely be a beast partner for your journey. You can enjoy the casual open-air, because the Roof is manual retractable, and its lightness is so easy that you can open with one hand. The rear view, reminiscent of supple limbs, is an iconic design that can be recognized as Himiko, at a glance.



In comparison of previous model of Himiko, the 120mm shorter wheelbase, 140mm longer overhang, 15mm shorter rear overhang, 20mm lower height and 100mm wider width, all of these characteristics enabled the New Himiko to have better balance of 48:52. In addition, considering the ground effect, by making the inside of the front under cover and the fender side panel a wing cross section shape, we obtained down force in the high speed range, suppress the face lift, which has improved the steering stability dramatically.



The enjoyment of Himiko is open air filled with the feeling of liberty. The very moment you start driving, your view gets widened and you can feel the season from the flavor of the air. The high-speed stability of the long wheelbase and the innovative steering mechanism provide a sporty and graceful ride. The interior design, where the functional parts are arranged gleefully, a Tachometer carved up to 8,000rpm and a Speedometer carved up to 200km/h will drive your instinct. The shift knob and the paddle shift react quickly and directly like a limb, and the seat is carefully selected with the comfortable texture of the leather and wraps you gently. You can enjoy the fresh feeling that will make you want to drive forever.



“HIMIKO” Outline of the Vehicle:

Release Date: 23rd February, 2018 (Friday) – Domestic/Japan Market (Right Hand Drive only)

Vehicle Dimensions: Length: 4,580mm, Width: 1,740mm, Height: 1,235mm

Body Colours: Total 7 Colours (Eternal Blue Mica, Arctic White, Ceramic Metallic, Jet Black Mica, Passion Red Metallic^{*1}, Machine Gray Premium Metallic^{*2}, Snowflake White Pearl Mica^{*3})

Grade and Vehicle Price (Japan):

	GRADE	Displacement	Transmission	PRICE	Price without Consumption Tax	Recycle Fee
Himiko	S	1500cc	6MT	¥4,978,800	¥4,610,000	¥9,890
	S Special Package	1500cc	6MT	¥5,281,200	¥4,890,000	¥9,890
		1500cc	6EC-AT	¥5,443,200	¥5,040,000	¥9,890
	S Leather Package	1500cc	6MT	¥5,853,600	¥5,420,000	¥9,890
		1500cc	6EC-AT	¥5,983,200	¥5,540,000	¥9,890
	RED TOP ^{*4} [Special Edition]	1500cc	6MT	¥5,853,600	¥5,420,000	¥9,890
		1500cc	6EC-AT	¥5,983,200	¥5,540,000	¥9,890

*The price is Ex-Factory (including 8% consumption tax). Transportation cost, Taxes (excluding consumption tax), Insurance Premiums, Registration Fees and other expenses are not included. *JPY17,280 (inclusive consumption tax) is not included in the price of the vehicle. *A separate Recycle Fee is required.

^{*1}: Additional Charges of JPY108,000 (100,000 yen without tax) for Passion Red Metallic will be applied as it is special optional colour.

^{*2}: Additional charges of JPY75,600 (JPY70,000 without tax) for Machine Grey Premium Metallic will be applied as it is the special edition colour.

^{*3}: Additional charges JPY54,000 (JPY50,000 without Tax) for Snowflake White Pearl Mica will be applied as it is the special optional color.

^{*4}: RED TOP is a Special Edition Car and will be sold for a limited period until March 31, 2018.

For Inquiries:

- Japan Free-Dial  **0120-65-0022** (Working Hours 10:00~19:00)
- Mitsuoaka Motor Website <http://www.mitsuoka-motor.com>

If desires, the vehicle images can be downloaded from the following link:

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

For Inquiries about this Press Release/Press Related Matters:

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