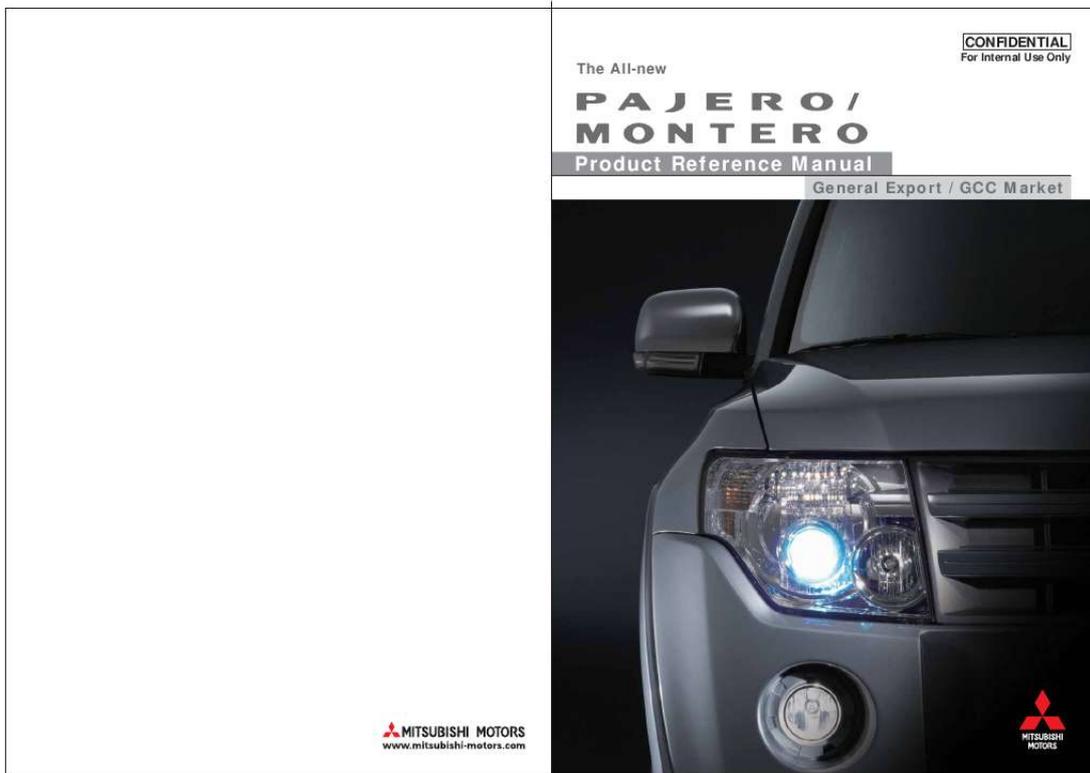




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Manual abstract:

This Product Reference Manual provides valuable data and information about the new PAJERO/MONTERO and its competitors, as well as sales tips and marketing information. With our sales teams continuing their hard work and outstanding efforts, we are confident that the new PAJERO/MONTERO will be a success in your country. Marketing Summary Product Overview Marketing Summary----- 3-4 Product Overview----- 5-23 Product Concept Model Lineup Design Packaging Performance Utility Safety Competitors' Comparison----- 25 Q&A----- 26 01 02 Off - road SUV market Pajero/Montero total sales figures (000 units) Off Road Luxury New Pajero/Montero Positioning in Performance Over 2.5 million vehicles sold in over 170 countries PAJERO RANGE ROVER RANGE ROVER BMW X5 M-class VW Touareg Discovery VW Touareg Discovery Prado M-class PAJERO P'finder P'finder Prado New PAJERO New PAJERO NATIVA BMW X5 NATIVA Since the first-generation Pajero / Montero was launched in 1982, over 2.5 million vehicles have been sold in over 170 countries worldwide. Pajero / Montero has solidified its role beyond a doubt as Mitsubishi Motors' flagship SUV. On Road Traditional True Off-roader Overall SUV Demand in UAE Market Segment Demand 35000 30000 25000 20000 15000 10000 5000 0 02 03 04 Small The new Pajero / Montero is an all-round SUV offering high-performance on- and off-road driving. Its primary competitors are the Toyota Prado, Land Rover Discovery and Nissan Pathfinder. Sales of SUVs have been growing steadily each year. Pajero / Montero currently occupies the expanding upper-mid class of this market.

Target User Profile Looking at owners of previous-generation Pajeros, upper-mid SUV owners and people who have expressed an interest in buying a Pajero: - Married males in their late 30's-50's, management-level or self-employed. - Enjoy off-roading and other outdoor activities - Have a great deal of freedom in their lives, and enjoy being on their own. Note: This market is used here as an example, for your own market, please use the appropriate local data. 05 Middle 06 Upper Mid Large UAE Market share by manufacturer MRV 3% Pathfinder 13% Prado 36% Murano 16% Prado Pajero Murano Pathfinder 06CY(Jan-Oct) Toyota Prado is currently the leader in this market, with Pajero / Montero in second. The new Pajero / Montero, however, is expected to take the market share away from Toyota.

Pajero 32% MRV Note: This market is used here as an example, for your own market, please use the appropriate local data. 03 04 Product Concept World Standard for Performance Class-leading Quality The sales points of the new Pajero/Montero are enhanced on/off-road capabilities, durability and reliability, and luxury level quality. Three main ideas behind the new Pajero / Montero: Pajero / Montero's signature cat's-eye headlamps Garnish for the license plate and built-in spare tire Approach and turn lamps High-contrast meters and LED illumination Rockford Acoustic Design Premium Sound System with 12 speakers and 5.1-channel surround sound system The genuine all-rounder forged by a world of experience World Standard Durability and Reliability Class-leading Quality World Standard for Performance More powerful 3.8-liter MIVEC engine 4-wheel independent suspension and front midship layout SS4 II, ASTC, and rear differential lock, for better traction and road handling Larger 18-inch tires (GCC only) and 17-inch 4-pot disc brakes (5-Door 3-Door 2-liter and 3.8liter models only) World Standard Durability and Reliability Monocoque construction with built-in ladder-frame, highly rigid body Dual-stage front airbags, plus side and curtain airbags. A history of the Pajero / Montero Concept First generation (1982-1990) Second generation (1991-99) Third generation (2000-06) A fusion of jeep and passenger car This model added several refinements to the first generation design This generation introduced the Pajero / Montero as a high-end passenger vehicle 05 06 Model line-up General Export / GCC Model line-up General Export / GCC GLS Package (Option @29) General Export / GCC For the new Pajero/Montero (5-Door and 3-Door), the GLS grade is now available as option package for the GLX model. @@@@ Also, the lower beltline provides better side visibility. [Front visibility comparison] New Pajero/ Montero 06 Pajero/ Montero Prado Engine layout Engine Crumple zone protection Transmission The Pajero / Montero engine uses a frontmidship layout. The engine has been moved back to create a larger approach angle and create space for a crumple zone to protect occupants. Furthermore, this places more of the vehicle's weight near the center, providing better handling. Pajero / Montero Prado 8.4 8.3 7.

3 Larger approach angle Under cover 1.0 2.0 3.0 4.0 5.0 6.0 7.0 8.0 9.0 New Pajero / Montero Prado 36.

6 33 0 0 Rear visibility The middle and rear headrests have been lowered, as has the rear-mounted spare tire, to improve visibility behind the vehicle. Because of this, the Pajero / Montero also leads its class in rear visibility. New Pajero / Montero 06 Pajero / Montero The front-midship layout provides better stability and excellent control. [Rear visibility comparison] New Pajero/ Montero 06 Pajero/ Montero Prado 1.0 2.

0 3.0 Short overhang Wading depth Short overhang Diamond-cut nose 6.1 6.0 4.5 4.

0 5.0 6.0 7.0 About 50mm The improved visibility and higher seat position make Pajero much safer for city driving. Approach angle Ramp break angle Departure angle 0 0 700mm 0 5-Door: 36.6 3-Door: 36.7 0 0 5-Door: 22.5 3-Door: 25.2 5-Door: 25 3-Door: 34.8 0 The shorter overhang and 'diamond-cut' nose make maneuvering easier.

They also make traveling on rough roads easier. Third-seat headroom New Pajero/ Montero 06 Pajero/ Montero Prado 860 862 825 800 810 820 830 840 850 860 870 (mm) Rather than just being for emergency uses, the third-row seat provides plenty of room for passengers to sit comfortably. Dimensional comparison Interior length:2535(+5) Interior width:1525(+5) Overall height:1870(+15) Interior height:1235/1170 Bumper-to-bumper length:4670(+15) Cargo space height New Pajero/ Montero 06 Pajero/ Montero Prado 0 200 400 600 Overall length:4900(+70) 1110 1107 1059 800 1000 1200 (mm) Folding down the third-row seat creates a cargo space 1,110mm high. Overall length Overall width Overall width:1875(-20) 5-Door 3-Door 5-Door 3-Door New Pajero/ 06 Pajero/ New Pajero/ 06 Pajero/ Montero Montero Montero 4900 1875(1845) 1870* 4830 1895 1855* 4385 1875(1845) 1850* 4255 1895 1845* Interior length Interior width Interior height w/ sunroof w/o sunroof New Pajero/ 06 Pajero/ New Pajero/ 06 Pajero/ Montero Montero Montero 2535 1525 1170 1235 2530 1520 1170 1235 1830 1525 1185 1225 1820 1520 1185 1225 The Pajero / Montero leads its class for third-row headroom and cargoroom height.



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1ch surround sound system. In addition, the third-row seat can be easily stowed for carrying large cargo. Q5. Is it longer than previous models? The longer A. @@The length from bumper to bumper is only 15mm longer. Q6. @@Moving the tire to A. @@@@This is because Pajero / Montero still intends to remain a true off-road vehicle. Overall length Overall width Overall height Wheelbase Interior length Interior height Interior width Engine Max. Output Max.

Torque Minimum turning radius Transmission 4WD system Rear differential lock Front fog lamps Discharge headlamps Turn/approach lamps in mirrors Rear-mounted spare tire Leather-wrapped steering wheel Stowable third-row seat Fully-automatic air conditioner Pajero/Montero GLS-Package (5-Door) 4900 1875 1870 2780 2535 1235 1525 3.8-liter 24-valve V6 MIVEC 269HP/6,000rpm 35.0kgm/2,750rpm 5.7m INVECS-II 5A/T with Sports Mode Super Select 4WD II OPT OPT OPT STD STD STD STD STD (UAE) Land Cruiser Prado VX (5-Door) 4925 1875 1865 2790 2520 1260 1535 4.0-liter 24-valve V6 VVT-i 262HP/5200rpm 40.3kgm/3,800rpm 5.7m 5A/T Full time 4WD STD OPT STD OPT STD Q7. Where are the lighter and ashtray? As smoking is becoming less popular A. around the world, the lighter and ashtray are now optional items. The cup-type ashtrays in the second row may also be used as cup holders. there safety features besides Q8. Are RISE Body and airbags? the In the event an accident, the pedal A. collapses intoofthe floor to protect the driver's legs and feet. The steering wheel column also collapses to protect against chest injuries. 25 26 .



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