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MITSUBISHI RE-MODEL A TO MAKE TELEVISION DEBUT ON VELOCITY'S "INSIDE WEST COAST CUSTOMS"

- Mitsubishi Motors and the team at West Cost Customs complete the Mitsubishi Re-Model A, a modern-day rendition of Mitsubishi's first-ever passenger vehicle built on the platform of the Outlander PHEV
- Mitsubishi Re-Model A to make public debut at Los Angeles Auto Show

CYPRESS, Calif., October 12, 2017—[Mitsubishi Motors North America, Inc.](#) (MMNA) today announced the completion of the Mitsubishi Re-Model A project they embarked on with West Coast Customs earlier this year. The vehicle will make its television debut on a special episode of *Inside West Coast Customs*, premiering Monday, November 6 at 10PM ET/PT on Velocity . The show will highlight the entire build, from conceptualization to the first drive.

As a testament to the brands 100th anniversary, Mitsubishi Motors partnered with West Coast Customs to recreate the 1917 Model A on the platform of the Outlander PHEV, Mitsubishi's most technologically advanced vehicle. Staying true to the Model A's aesthetic, the finished product embodies the original 1917 frame with modern day enhancements including Mitsubishi's superior Super All-Wheel Control system, Plug-In charging capabilities, Forward Collision Mitigation and Smartphone Display Audio with smartphone capability. The Mitsubishi Re-Model A not only commemorates the past, but celebrates the technology in present day models and shines a light on the next 100 years.

"The team at West Coast Customs seamlessly blended our past, present and future together in the form of the Mitsubishi Re-Model A" said Francine Harsini, senior director, marketing, MMNA. "It's been an invigorating and exciting project to be a part of and we are excited to share the finished product with everyone. Additionally, this unique build provided us the opportunity to use product integration to highlight Mitsubishi's all-new Outlander PHEV which comes to market later this year."

The Mitsubishi Re-Model A was built at the West Coast Customs facility in Burbank, CA and following the television debut on *Inside West Coast Customs*, will travel to the Los Angeles Auto Show where it will be on display in the Mitsubishi Motors booth and make its public debut.

To catch a detailed look at the creation of this one-of-a-kind Mitsubishi Re-Model A, tune into a special episode of *Inside West Coast Customs* premiering Monday, November 6 at 10PM ET/PT on Velocity. The episode will also air on Discovery, Thursday, November 9 at 5PM ET/PT.

For more information on the build visit: <https://www.mitsubishicars.com/remodel-a>

About Mitsubishi Motors North America, Inc.

Mitsubishi Motors North America, Inc., (MMNA) is responsible for all research and development, marketing,

and sales for Mitsubishi Motors in the United States. MMNA sells sedans and crossovers/SUVs through a network of approximately 360 dealers. MMNA is leading the way in the development of highly efficient, affordably priced new gasoline-powered automobiles while using its industry-leading knowledge in battery electric vehicles to develop future EV and PHEV models. 2017 marks the 100th year of Mitsubishi producing cars. For more information, contact the Mitsubishi Motors News Bureau at (888) 560-6672 or visit media.mitsubishicars.com.

About West Coast Customs

Founded in 1993 by Ryan Friedlinghaus, West Coast Customs is the premiere vehicle modification shop, internationally recognized for its original designs, beyond your imagination concepts, impeccable quality, cutting-edge technology and unparalleled craftsmanship. Recognized as the game-changing car customization phenomenon that was MTV's Pimp My Ride, West Coast Customs' pop culture status and appeal has catapulted worldwide with state-of-the-art West Coast Customs facilities now open in Dubai, Mexico, Germany, Malaysia, Russia, China and Japan. The West Coast Customs flagship 60,000 square foot facility, is headquartered in Burbank, CA with 12 leading-edge departments offering a range of extraordinary custom services for projects of any size, scope or budget.

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