



Mitsubishi Motors – one of the first and leading producers of environmentally friendly vehicles. The Mitsubishi group companies share a strong sense of corporate responsibility. That sense dates from the origin of the old Mitsubishi organization over 130 years ago. The most lucid and best known expression of Mitsubishi principles is a creed articulated by the fourth president of the Mitsubishi organization, Koyata Iwasaki, in the 1930s. One of these principles state the following: “Shoki Hoko”= Corporate Responsibility to Society. This means that Mitsubishi shall always strive to enrich society, both materially and spiritually, while contributing towards the preservation of the global environment.

This is the base of Mitsubishi Motors focusing on environmentally friendly products. The **iMiEV(Mitsubishi Innovative Electric Vehicle)** is the pinnacle of Mitsubishi Motors environmental technology. You will be able to see and feel this vehicle on "Renewable Energy and Clean Tech - Tools for Regional development" conference.

Mitsubishi Motors is represented in Sweden by SC Auto Sweden AB.