**New Mitsubishi Triton Athlete Launched**

***Kuala Lumpur, 17 January 2018-*** Mitsubishi Motors Malaysia (MMM), the official distributor of Mitsubishi vehicles in Malaysia, officially launched the **new Triton Athlete 4x4 pick-up truck today**.

**Only available in Black Mica**, the Triton Athlete is made for **‘Everyday Athletes’** highlighting the Triton’s agility and nimbleness to take on everyday road challenges in Malaysia.

**New features**

Aesthetically, the new Triton Athlete is spotted with **new** **Front Bumper Garnish, new Black Grille with Honeycomb Mesh, new Black 17” Alloy Wheels, new Sports Bar and Dark Grey & Orange Decal.** Other highlights in **Black** include Side Step, Door Mirror, Door Handle, Rear Bumper and New Tailgate Spoiler.

The Triton Athlete that **houses a New Infotainment System with Apple Car Play** also comes with **Black Monotone interior with perforated Orange leather combination** and **‘ATHLETE’ embroidery** which matches the Orange stitching found on Leather Steering, Leather Gear Knob, Door Trim and Centre Console.

**Triton Family**

The Triton Athlete is a **new variant** added into the current Triton model line-up and is priced affordably the same as the Triton VGT Adventure X.

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Model/Variant** | **OTR Price without insurance GST inclusive (RM) in Peninsular Malaysia** | **Warranty** |
| 1 | Triton VGT Athlete | 126,990.00 | All Triton variants except Triton Quest: Five years warranty or 200,000km  Triton Quest: Five years warranty or 100,000km |
| 2 | Triton VGT Adventure X | 126,990.00 |
| 3 | Triton VGT AT Premium | 116,300.00 |
| 4 | Triton VGT AT GL | 103,800.00 |
| 5 | Triton VGT MT | 107,600.00 |
| 6 | Triton MT | 93,920.00 |
| 7 | Triton Quest | 77,390.00 |

|  |
| --- |
| * Prices are quoted on-the-road without insurance, GST inclusive for private registration in Peninsular Malaysia (not applicable in duty free zones). * Terms and Conditions Apply. |

**Engine and Performance**

The Triton is powered by the award-winning **2.4-litre MIVEC turbodiesel engine** with Variable Valve Timing technology. Coupled with **Variable Geometry Turbo (VGT),** it produces a strong **181 PS of power and 430 Nm of torque**.

All Triton models are imported as a Completely Built-Up (CBU) vehicle from Mitsubishi Motors global production hub in Thailand.

**Safety**

The Triton Athlete is equipped with **seven SRS airbags, Electronic Brake-force Distribution (EBD), Brake Assist (BA), Active Stability with Traction Control, Hill-Start Assist (HSA), Trailer Stability Assists (TSA)** and **Brake Override System** for a complete peace-of-mind driving. The safety of the Triton is further strengthened by a strong Mitsubishi Reinforced Impact Safety Evolution (RISE) body construction.

**Events**

In conjunction with the launch of the New Triton Athlete, MMM will be having a **Mitsubishi Ultimate Drive Event nationwide** featuring **Mitsubishi Motors Brand Ambassador and Malaysia Motorsports Athlete, Leona Chin** at the following locations:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **State** | **Date (Weekends)** | **Time** | **Showroom** |
| 1 | Melaka | 20 Jan | 10.00am – 6.00pm | Sing Kwung Jidosha (Melaka) |
| 2 | Perak | 21 Jan | 10.00am – 6.00pm | Lofty Ambition (Ipoh) |
| 3 | Penang | 27 Jan | 10.00am – 6.00pm | JM Auto Gallery (Butterworth) |
| 4 | 28 Jan | 10.00am – 6.00pm | JM Auto Gallery (Georgetown) |
| 5 | 3 Feb | 10.00am – 6.00pm | JM Auto Gallery (Bukit Mertajam) |
| 6 | 4 Feb | 10.00am – 6.00pm | EON Auto Mart (Bayan Lepas) |
| 7 | Kedah | 10 Feb | 10.00am – 6.00pm | JM Auto Gallery (Sungai Petani) |
| 8 | 11 Feb | 10.00am – 6.00pm | JM Auto Gallery (Alor Star) |
| 9 | Sabah | 3-4 Feb | 10.00am – 6.00pm | Kompleks Sukan Likas (Kota Kinabalu) |
| 10 | Sarawak | 10 Mar | 10.00am – 6.00pm | Jimisar Autotrade (Bintulu) |
| 11 | 11 Mar | 10.00am – 6.00pm | Jimisar Autotrade (Sibu) |
| 12 | 24 Mar | 10.00am – 6.00pm | Jimisar Autotrade (Kuching) |
| 13 | 25 Mar | 10.00am – 6.00pm | EON Auto Mart (Kuching) |

Visitors to the roadshow can expect lots of exciting activities such as car stimulator challenge where the finalist will get to race with Leona Chin! Test-drive any Mitsubishi model during the event day and stand to win RM888 cash prizes or Ralliart merchandize.

The Triton has picked up three awards last year namely- DSF.my and Allianz- Vehicle of the Year, Carsifu’s Editors Choice Awards 2017- Best Pick Up Truck of the Year and Diesel Engine of the Year.

**MMM Sales Network and Others**

Mitsubishi Motors Malaysia is currently represented by 55 showrooms (out of which 48 are 3S Centres) and 54 service outlets throughout Malaysia. In East Malaysia, MMM is represented by 13 showrooms (6 in Sarawak and 7 in Sabah).

The Triton 4x4 pick-up truck are imported as CBU (Completely Built-Up) units from Thailand while the ASX Compact SUV and Outlander are locally assembled (CKD) in Malaysia.

For further information and to register for interest, please visit [www.mitsubishi-motors.com.my](http://www.mitsubishi-motors.com.my) or by calling the Mitsubishi Motors Customer Careline at 1800 18 8161 (9 am – 5 pm, Mondays to Fridays excluding public holidays).

For media enquiries, please contact:

Debbie Choong (019-3146650) debbie.choong@mitsubishi-motors.com.my

Tel: 603 7680 6688 DID: 603 7680 6724