



Mitsubishi Announces New Joint Ventures and Plan for Future Hybrid and EV Capability

On December 14th, Mitsubishi and Nissan announced a partnership for a new mini-car project. Both manufacturers are hoping that Nissan's engineering expertise and Mitsubishi's knowledge of small cars will help them develop a new vehicle that will give each company a higher market share.

San Antonio, TX (Vocus/PRWEB) January 04, 2011 -- There is no better time than today to stop in and check out Mitsubishi's whole line of fuel efficient vehicles at Mission Mitsubishi, the premier [Mitsubishi dealer in the San Antonio area](#). With the recent global recession and governments cracking down with stricter environmental guidelines, Mitsubishi has taken steps to lower production costs, increase market share, and design fuel efficient vehicles that meet today's environmental standards.

On December 14th, Mitsubishi and Nissan announced a partnership for a new mini-car project. Both manufacturers are hoping that Nissan's engineering expertise and Mitsubishi's knowledge of small cars will help them develop a new vehicle that will give each company a higher market share.

As part of the agreement, Nissan will be building a van to be sold under the Mitsubishi brand in Japan. Mitsubishi will be manufacturing an SUV for Nissan to sell under their name. The mini-car that is still in development will be sold in emerging markets. This partnership will enable both companies to use their resources more efficiently.

Two weeks after the announcement of the partnership with Nissan Motors, Mitsubishi released news of another agreement with Suzuki. It will be an OEM (original equipment manufacturing) agreement. According to the contract, Suzuki will be making a subcompact van for Mitsubishi to market under its own name. This will add a family minivan to Mitsubishi's line of vehicles.

Mitsubishi has recently stated that they will be developing their future vehicles with a hybrid or electric variant. Mitsubishi representatives have not released any other information, but this move goes hand in hand with the release of their electric car i-MiEV, which has lately been receiving a lot of buzz in the media.

Mitsubishi is committed to continually improving their vehicles to meet everyday consumer needs as well as developing vehicles that are good for the environment. Mission Mitsubishi, the premier Mitsubishi dealership in the San Antonio area, currently offers the whole line of Mitsubishi cars for you to test drive.

###



Contact Information

Fernando Tamayo

Mission Mitsubishi

<http://www.missionmitsubishi.com/>

(877) 856-3585

Online Web 2.0 Version

You can read the online version of this press release [here](#).