



wake
up and
drive™

2002

mitsubishi lancer

Every now and then a car comes along that redefines what people expect from a set of four wheels and a hunk of metal. In our not-so-humble opinion, this is that car. The new 2002 Lancer. An affordable, roomy sedan that marches to its own beat,

making it especially well-suited for those who

cringe
at the
typical,
who yawn at the mundane.

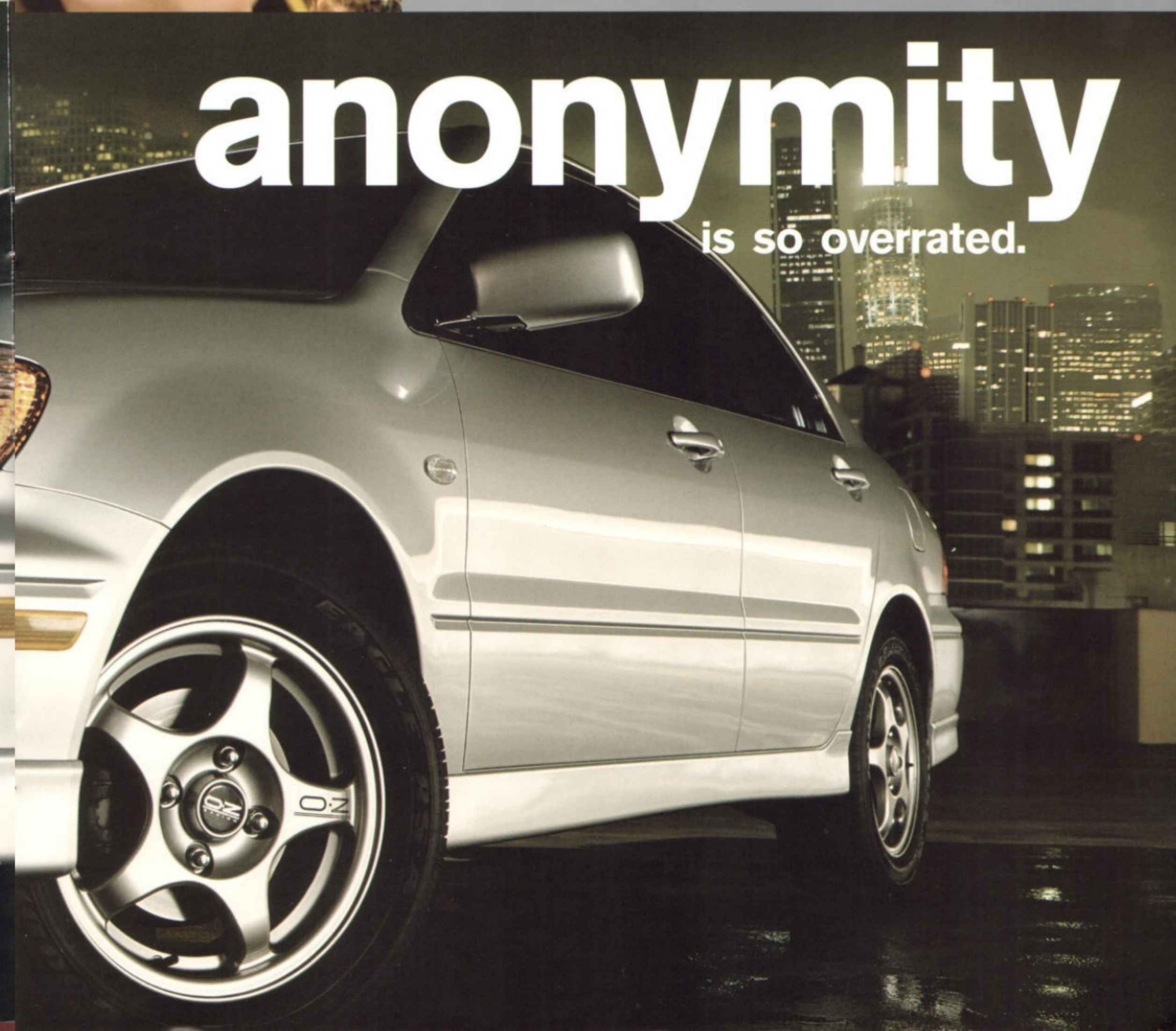




mitsubishicars.com/styling

Take a look, a good look, at the design of the new Lancer. It doesn't scream or shout. But it definitely has something to say. ("Yo, drive me!" comes to mind.) The grille possesses Mitsubishi's distinctive split design. The sleek headlights wrap around the front to the sides, squinting at the world rushing by. Two distinct creases running up the hood make a subtle style statement, while aiding in aerodynamics. The sculpted sides lend a smart, tailored effect and add to body panel strength.

You can begin to see how the whole notion of "form following function" is not just a clever catchphrase when it comes to the Lancer, but an actual philosophy. Cut to the back, where an optional spoiler adds an athletic edge while minimizing air turbulence at the rear of the car. And don't overlook the roof-mounted antenna, which casts a confident exclamation point on the overall effect. This distinctiveness continues inside, where you'll discover a cavernous, well-appointed world. Your world, on the road. More on that in a few pages.



anonymity
is so overrated.

are your eyes

playing
tricks,

or does it appear to be moving?





sometimes a
guardian angel
isn't enough.

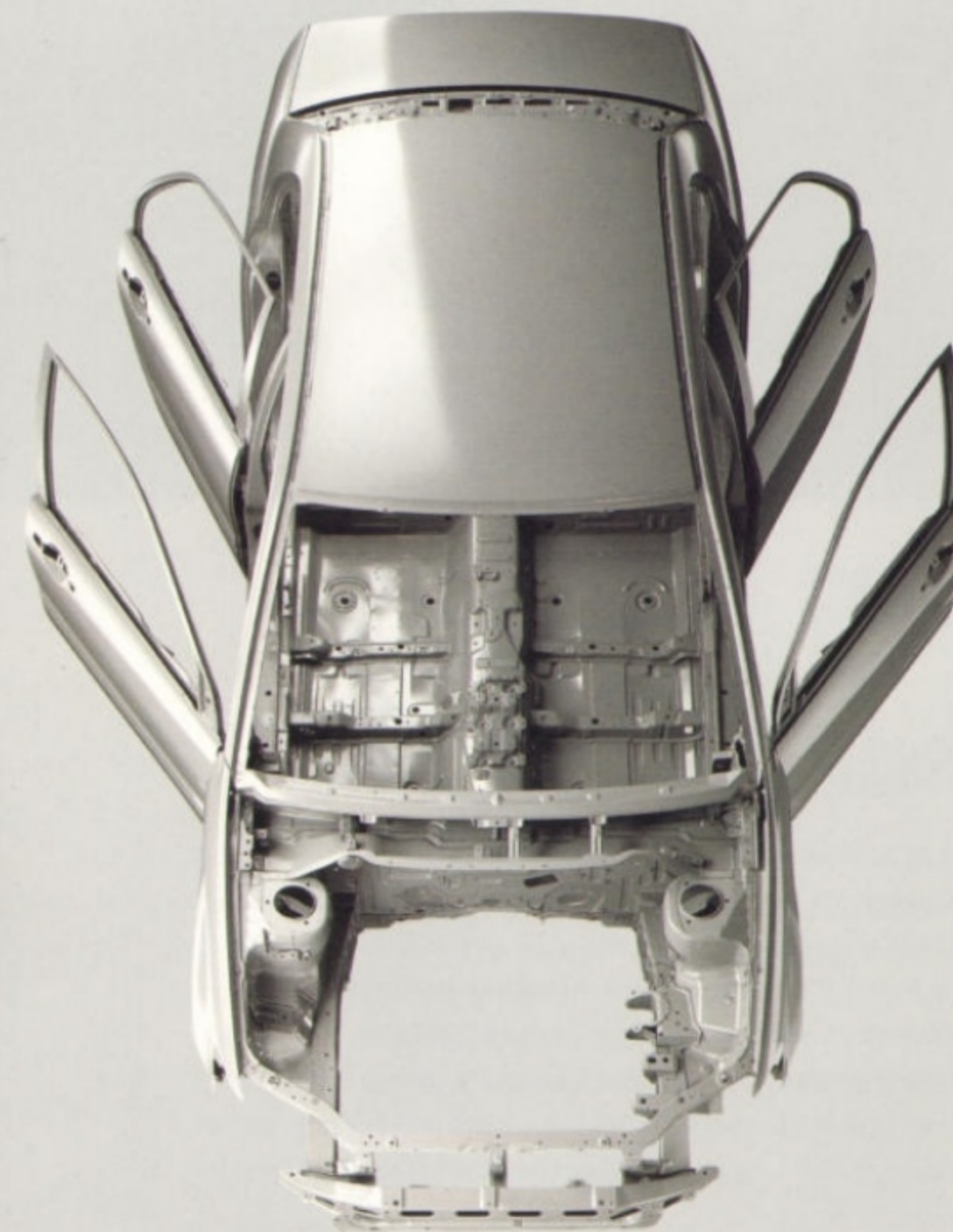


mitsubishicars.com/safety

Your safety, and the safety of your passengers, is not something taken lightly by Mitsubishi engineers. Which is why you'll find a generous array of standard safety features on the Lancer. Like 3-point safety belts for all five occupants. Dual front air bags.* And ventilated front disc brakes, for dependable, fade-free stops. Then there's the LATCH system, which allows you to quickly and securely attach a child seat in the rear. The Lancer also offers dual front side air bags* for additional safety, as well as anti-lock braking to help you retain steering control when braking hard, even on wet or slippery road surfaces. Every Lancer is built with Mitsubishi's innovative RISE chassis. Spelled out, that's Refined Impact Safety Evolution, and although it's a mouthful, it's an invaluable asset.



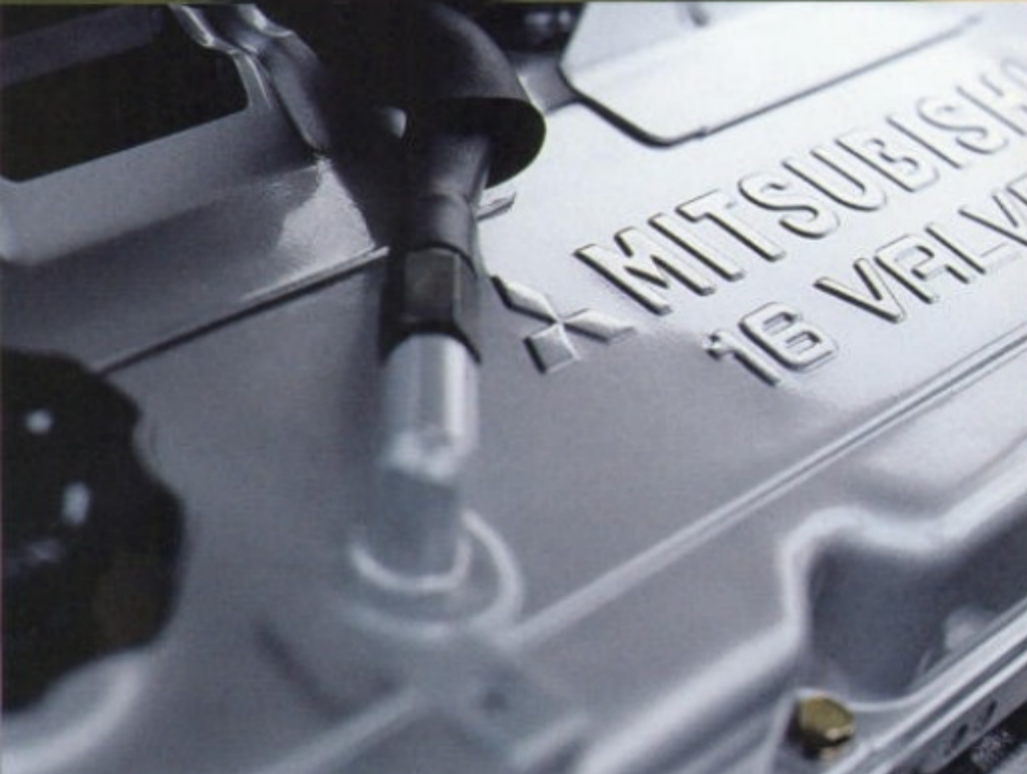
What it does is provide you with an exceptionally rigid body structure. One comprised of front and rear crumple zones, steel-reinforced door beams and thicker gauge steel at key stress points. So in case of an accident, all the components work together to help absorb impact and divert impact energy around and away from you. And on a daily basis, its greater resistance to bending and twisting helps give you a better overall ride. Add to all this, our Diamond Care™ program, which includes emergency roadside assistance, free towing and 24-hour concierge service, and you can begin to understand how you'll experience a certain measure of confidence when you drive the new Lancer.



*Always place an infant in a rear-facing infant seat in the rear seat. Always transport children 1 to 12 years old in the rear seat and use appropriate child restraints. Always buckle your safety belt. Keep 10" between the center of the air bag cover and your torso. Sit well back and upright without leaning against the window or door. Thank you. [Side air bag shown inflated for demonstration purposes only.]

OZ RACING
RACING EDITION

For a totally tricked-out Lancer, this model includes 15" O-Z® RACING alloy wheels, ground effects bodywork, brushed metal-finish interior trim and a gauge cluster modeled after the one in our EVOLUTION VII rally car.



don't just drive it.

flaunt it.

mitsubishicars.com/performance

Open it up downtown. Go for a sprint in the country. You've got lots of options with the Lancer's 2.0-liter, 16-valve engine at your beck and call. It's more than capable at delivering smooth, dependable power. And it's available with either a 5-speed manual transmission, or a 4-speed automatic with adaptive shift control that actually senses your driving style and adapts its shifting to match. Both versions are tuned for maximum low-end and mid-range torque for plenty of gutsy, stress-free performance. And on top of all that, through refinements to the exhaust manifold and combustion chambers, Lancer's engine conforms to stringent ULEV (Ultra-Low Emission Vehicle) standards. The 4-wheel independent suspension with front and rear stabilizer bars offers superior handling and well-behaved road manners. Add to that, power rack-and-pinion steering and a road rally heritage that's inspired a slew of performance-driven innovations to this car, and you've got the Lancer: a 2,700-pound contradiction on wheels. (The contradiction being how you get so much for so little.)

If we were to tell you which feature comes with which model for every single one of the features in this brochure, you probably wouldn't have read this far. That's what the **details** pages are for, and you'll find them at the end of this book. Thank you.

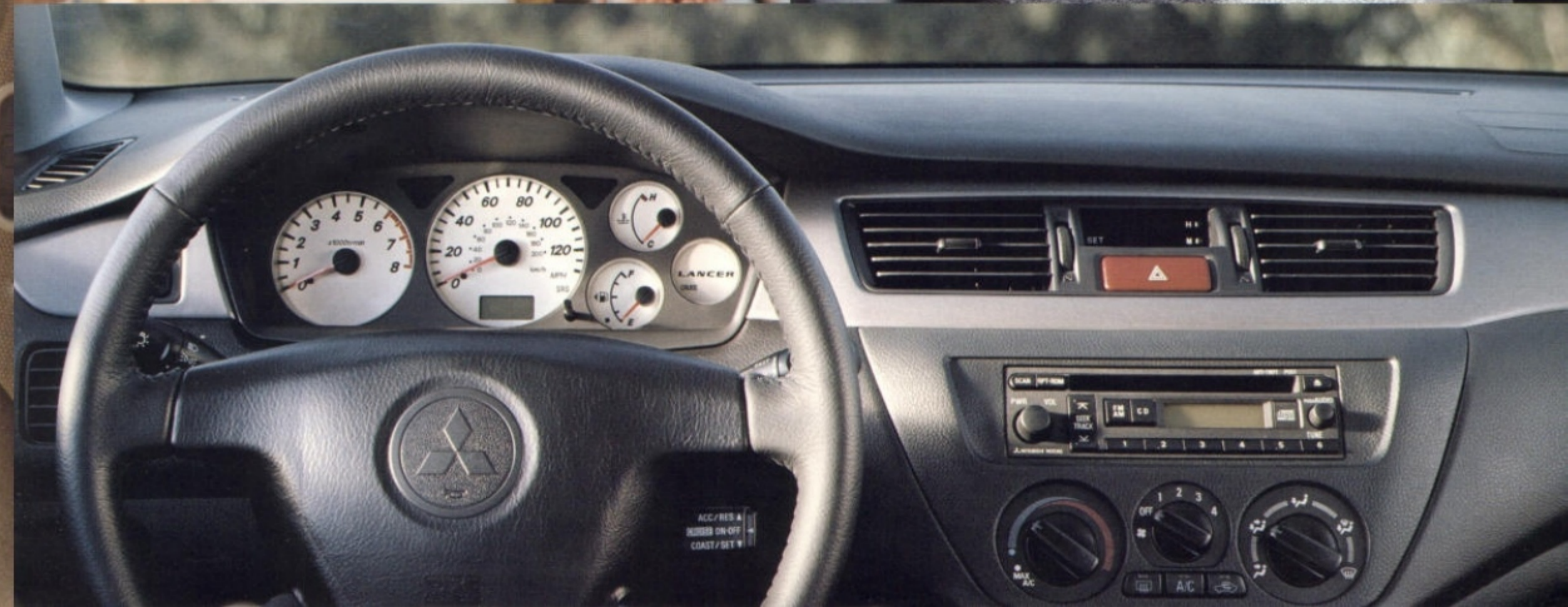


mitsubishicars.com/comfort

Once you're inside the new Lancer, you'll see the big news is the immense size of your immediate surroundings—something you're not used to experiencing in a sporty sedan. There's an abundance of legroom for you, the driver, as well as your front passenger. And maybe even more surprising, there's a ton of legroom for your passengers in back, too. All thanks to an ingenious use of space from the engineers at Mitsubishi. The seat in back is a little higher than those in front, giving your rear passengers excellent visibility. The rear door opening is also uncommonly wide, allowing your passengers contortion-free comings and goings. A 60/40 split fold-down rear seatback is offered, allowing oversized cargo to extend through the trunk into the rear seat. ("Snowboarding, anyone?")



There's also a center armrest available back there with two cup holders. But don't get jealous—we did plenty for you up front. For starters, there's a height-adjustable driver's seat. Along with all the little things that a driver appreciates most. Like power door locks, power windows and power sideview mirrors. Every Lancer sports a CD stereo with sound so awesome, it just begs to be cranked. (Although during those rare moments when you're not playing tunes, you'll be able to truly appreciate the Lancer's incredibly quiet ride.) There's also standard air conditioning. Storage compartments and a trunk light. Convenient coat hooks and assist grips. If the spirit moves you, add cruise control and remote keyless entry. And don't overlook the standard 12-volt accessory outlet, vanity mirrors (you're beautiful, really you are) and intermittent wipers. Does indulgence have a place in your life? If the answer's "yes," maybe you've found your car.





LANCER ES



LANCER LS



LANCER O-Z[®]RALLY



comfort and convenience

Standard equipment for all models.

Air conditioning
Height-adjustable steering column
8-way adjustable driver seat including height adjustment
Power windows with 30-second power reserve
Power door locks with security logic
Remote hood, trunk and fuel filler door releases
Cup holders
12-volt accessory outlet
Front door storage pockets
Vanity mirrors
Interior light

Added to or replacing ES features.

Cruise control
60/40 split fold-down rear seatback
Rear-seat center armrest with cup holders
Rear-seat headrests
Remote keyless entry system
Floor mats

Added to or replacing ES features.

Sport-touch steering wheel, shift knob and parking brake handle
Brushed metal-finish interior trim
Floor mats embroidered with O-Z[®]RALLY logo

audio

100-watt Mitsubishi AM/FM/CD audio system with 4 speakers

100-watt Mitsubishi AM/FM/CD audio system with 6 speakers

100-watt Mitsubishi AM/FM/CD audio system with 4 speakers

instrumentation

Tachometer
Digital odometer and digital tripmeters (2)
Quartz digital clock
Low fuel and brake fluid indicator lights

EVOLUTION VII gauge cluster

safety

3-point safety belts for all occupants
Height-adjustable front shoulder belt anchors
Dual front air bags*
Child safety locks
LATCH system (Lower Anchors and Tethers for Children) for child safety seats
RISE (Refined Impact Safety Evolution) chassis
Front and rear crumple zones
Tubular steel side-guard door beams

engineering

2.0-liter 16-valve inline-4 engine
Horsepower: 120 hp @ 5500 rpm
Torque: 130 lb-ft @ 4250 rpm
Front-wheel drive
5-speed manual transmission or 4-speed automatic transmission with adaptive shift control
Multi-port fuel injection
Stainless steel exhaust system

Standard 4-speed automatic transmission with adaptive shift control

chassis and suspension

Unibody construction
Front independent suspension with MacPherson struts and stabilizer bar
Rear independent multi-link suspension with coil springs and stabilizer bar
Power-assist ventilated front disc/rear drum brakes
Power rack-and-pinion steering
14" steel wheels with full covers
P185/65 R14 all-season tires

15" alloy wheels
P195/60 R15 all-season tires

15" O-Z[®]RACING alloy wheels

exterior

Rear roof-mounted antenna
Side turn indicator lights
Power sideview mirrors
Electric rear window defroster
Two-speed intermittent windshield wipers with mist control
Tinted glass
Color-keyed bumpers

Color-keyed power sideview mirrors
Color-keyed door handles
Two-speed variable intermittent windshield wipers with mist control

Color-keyed front, rear and side ground effects
O-Z[®]RALLY badging

options

CONVENIENCE PACKAGE: Remote keyless entry system + 60/40 split fold-down rear seatback + rear-seat center armrest with cup holders + rear-seat headrests + color-keyed door handles

PREFERRED EQUIPMENT PACKAGE: Anti-lock braking system (ABS) + dual front side air bags†

O-Z[®]RALLY: Color-keyed rear spoiler

interior measurements

Table with 2 columns: Measurement, Value. Rows include Headroom, Legroom, Shoulder room, Hip room, Cargo volume, Passenger volume.

exterior measurements

Table with 2 columns: Measurement, Value. Rows include Wheelbase, Length, Height, Width, Track, Curb weights (MT/AT) for ES, LS, O-Z RALLY.

fuel economy estimates/capacities

Table with 2 columns: Transmission, City/Highway. Rows include 5-speed MT, 4-speed AT, Fuel tank (gal).

* Always place an infant in a rear-facing infant seat in the rear seat. Always transport children 1 to 12 years old in the rear seat and use appropriate child restraints. Always buckle your safety belt. Keep 10" between the center of the air bag cover and your breastbone. Sit well back and upright without leaning against the window or door. Thank you.
† Fuel economy estimates should be used as comparison with other vehicles. EPA data not available at the time of printing. Your mileage may vary depending on driving style and environmental conditions.

mitsubishicars.com/accessories

Personalize your Lancer with Genuine Mitsubishi Accessories. They're designed for a perfect fit, are covered under warranty when purchased with your car, and the cost can often be financed right into your car loan. Choose from roof rack attachments, cargo net, nose mask and other cool stuff you can read about in our accessory brochure.



We'll stand by you with Diamond Care.™

WARRANTIES* Every 2002 Mitsubishi comes with a 3-year/36,000-mile New Vehicle Limited Warranty, a 5-year/60,000-mile Powertrain Limited Warranty, and a 7-year/100,000-mile Anti-Corrosion/Perforation Limited Warranty.
DIAMOND CARE DELIVERY Your new Mitsubishi will be prepared, inspected and explained to you prior to delivery.
DIAMOND CARE PROTECTION PLAN Extended service coverage for up to seven years or 100,000 miles after your purchase.
LEASING AND FINANCING Many leasing and financing programs are available through Mitsubishi Motors Credit of America, Inc. See your Retailer for details.
DIAMOND CARE ROAD SERVICE Should your Mitsubishi become inoperable due to a warrantable failure in the first three years or 36,000 miles, Mitsubishi Motor Sales of America, Inc. (MMSA), will authorize your vehicle to be towed to the nearest Authorized Retailer or Service Center at no charge.†
Towing beyond the three years or 36,000-mile limit for Diamond Care Road Service is covered and reimbursable if the problem that caused the need for the tow is still covered under warranty.
CONCIERGE SERVICE Available 24 hours a day, 365 days a year for the first three years or 36,000 miles. We'll do everything to get you back on the road and take care of you if you're stranded. We will assist you in making arrangements such as rental car and hotel reservations. We will also call your home or office to advise family members or colleagues of your inconvenience.

NOTE Technical data, features, options and other equipment shown in this brochure are based on the latest information available at the time of printing and are subject to change without notice. Headlights, parking lights, fog lights and instrument panel lights on vehicles may be illuminated for illustration purposes only. Some vehicles are shown with optional equipment. The trademark Mirage is used with the consent of Grand Touring Cars, Inc., Scottsdale, AZ. O-Z[®]RACING is a registered trademark of O.Z. Italy, S.p.A.
SAFETY Safety is a two-way street. It requires your attention and cooperation. Please fasten your safety belt, drive responsibly and obey all local traffic laws.
OPTIONAL EQUIPMENT Availability of vehicles with specific features may vary. For further information, contact your Retailer. For the Retailer nearest you, call 1-888-MITSU2002 or visit our website at mitsubishicars.com.
† See your Mitsubishi Motors Retailer for all limited warranty details.
‡ Towing will not be covered if your vehicle is drivable and driving would not pose a safety problem or cause further damage to your vehicle; or is inoperable as a result of an accident, owner abuse, lack of maintenance, or driver error. Diamond Care Road Service towing coverage applies only to vehicles within the continental U.S., Alaska and Hawaii.
Litho in USA on Recycled Paper.
© 2001 Mitsubishi Motor Sales of America, Inc., 6400 Katella Ave., Cypress, CA 90630-0064. Part Number NATLBRO-02-005



gray sport fabric (ES, LS)



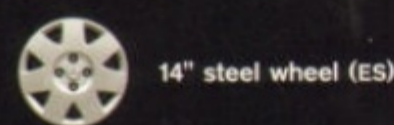
tan sport fabric (ES, LS)



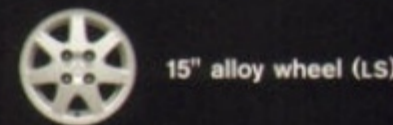
black sport fabric (LS, O-Z[®]RALLY)



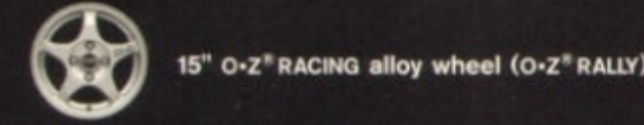
details



14" steel wheel (ES)



15" alloy wheel (LS)



15" O-Z[®]RACING alloy wheel (O-Z[®]RALLY)



ECLIPSE COUPE



ECLIPSE SPYDER



MIRAGE COUPE



GALANT



DIAMANTE



MONTERO SPORT



MONTERO

mitsubishicars.com We are Mitsubishi. We build quality cars. Yet we also offer something more. Because while a car should answer your needs, it should also stir your emotions. Like it or not, cars are a window through which the world views us. Through that window we can appear dull and lifeless—sensible to the point of boring. Or we can show the world that our hearts beat strong, and our minds are quick. Mitsubishi takes pride in building cars that ignite the vital spark which often lies sleeping just beneath the surface in each of us. Cars that challenge us to **wake up and drive.**

mitsubishicars.com/heritage For over forty years, we've put thoughtful engineering to the test on the international rally circuit. In addition to the obvious thrill of winning, competing against our peers in motor sports helps us develop and refine new ideas. Ideas that find their way to your new car. And inevitably, your heart.

