

**Mitsubishi Motors Aims to Boost Market Share In Automotive Segment To 2.2 Per Cent This Year**  
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PETALING JAYA, March 5 (Bernama) -- Mitsubishi Motors Malaysia Sdn Bhd, the official distributor of Mitsubishi vehicles, aims to boost its market share in the automotive segment to 2.2 per cent this year from 1.9 per cent last year.

Chief Executive Officer Tetsuya Oda said the pick-up segment would be the main driver to achieve the target market share apart from the positive growth of the automotive market.

"Pick-up segment contributes about 70 per cent of the sales, while the rest are from other segments such as mid-sized sports utility vehicle, ASX, subcompact car, Mitsubishi Mirage and eco-sedan, Mitsubishi Attrage," he told reporters on the sidelines of the official launch of the new Triton on Wednesday.

Oda said Mitsubishi has targeted to sell 7,200 units of the new Triton this year from 7,000 units of the same model last year.

The fully imported Triton VGT GS is priced at RM107,809.60 and is available in three colours -- Red Solid, White Pearl and Black Mica.

The Triton 2.5 AT is priced at RM95,247.80, Triton 2.5 MT RM90,377.80 and Triton 2.5 MT STD at RM82,185.70, all for on-the-road price without insurance and are available in three colours -- Cool Silver Metallic, White Pearl and Black Mica.

The company also aims to increase its total sales to 15,000 units of its vehicles this year as compared to 13,000 units last year.

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