



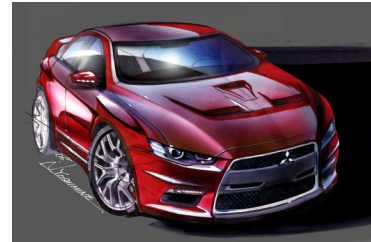
Interviews with development team: Norihiro Yoshimine

(Design Promotion Department)



Styling the melded together all evolutionary advances

From the very beginning, Evo was cast in a role that required it to bring evolutionary advances with each new model in the series, and our challenge was to give expression to these advances in the latest model. The choice of “evolution” and “tenth in the series” as the key development themes is the reason why practically everything — the engine and a whole range of components — has been revamped for the latest model. With everything being new, the challenge was how best to aesthetically meld new and existing functions in the vehicle’s design. So our aim for Evolution X was not to produce a design that looked as if things had just been stuck on but one in which everything seemed to be an integral part of a unified whole.



A fusion of sporty with high quality

In developing Evo’s design (and this has traditionally been one of the elements in the Mitsubishi design identity), extending the front end gave the appeal of a sportier appearance.

The large front grille, I believe, is a vital element of every turbocharged car in how it projects a visual expression of the larger air intake necessary to cool the engine. With a bold treatment of the front-end design, you can really create an effect that startles and impresses the driver of the car in front when he sees this “monster car” (in his rear-view mirror) come roaring up behind. But if you also garnish it with chrome plating or other details then it becomes more than just a monster car — it morphs into a high-performance car with quality, and there aren’t too many of those around. In the past it has been a case of either going for a luxury look or for an appearance designed solely to project its performance qualities but we think that with Evolution X we’ve managed to marry these qualities together and create something new.



“Winning shape” raises bar on performance and safety

In creating the new Evolution X’s shape we always had this mental image of the kind of proportions needed to make it a winning machine. For example, shortening the front overhang as much as possible makes it much easier to corner smoothly. Again, when seen from head on, Evolution X’s wider body means that bringing the tires and the track forward gives greater straight-line stability. And then lowering the overall height... Of course we’ve created our “winning shape” working from the car’s dimensions, but these images have helped us produce a solid one-piece look in the kind of densely concentrated shape you see in European but not in Japanese cars. In no way did we sacrifice design considerations and give sole priority to function but instead we have fused all these requirements into a single design in a shape designed to win races, and that also makes the car safer for our customers. I believe we have



been successful in fusing these three requirements together in a happy marriage.

How would you sum up Evolution X's styling in a word?

The key word we chose for Evolution X was "perfection." So from the perspective of perfectionism, I'm not saying that Evolution X's development was totally directed toward the kind of performance that would produce shrieks of fright from the driver's spouse. Instead, all of us — the designers, developers and others responsible for tuning the car's performance — worked with the same awareness about the development concept, which called for producing outstanding performance that drivers of all abilities can experience and enjoy easily with peace of mind. I think that we have achieved perfection because I am confident that we have developed a design that, from a variety of angles, will satisfy one and all and have been able to express this in the car. This was the challenge we took up in developing the design. It definitely is.



A functional aesthetic-born from pursuit of road performance excellence

As I keep saying, it's all about functional aesthetics. It's a perfect car — one that encourages drivers of all abilities to enjoy its performance both easily and comfortably. This is a car that we feel we can offer with total confidence in the way its design embodies these qualities so perfectly.

