

## **MONDIAL ASSISTANCE ENTERS ELECTRIC CAR MARKET WITH MITSUBISHI MOTORS**

### **Landmark roadside assistance for the new Mitsubishi i MiEV**

Mondial Assistance has been chosen by Mitsubishi Motors UK to support the launch of the award-winning i MiEV, its fully electric city car. The innovative cars hit the road on 12 December and through this new agreement i MiEV owners will benefit from a national network of i MiEV trained technicians, provided by Mondial Assistance. This service builds on Mondial Assistance's long-standing relationship with Mitsubishi through its Mitsubishi Assistance Package (MAP), enabling it to expand its expertise into the electric vehicle market.

The i MiEV has been a sell-out success since its launch in Japan, in July this year and its UK launch has been eagerly awaited. Production in Europe begins in October 2010 with left hand drive i MiEVs available across the Continent towards the end of the year. It is the first electric city car with zero tailpipe emissions, made available by a mainstream manufacturer and Mondial Assistance is providing comprehensive roadside assistance tailored to the specific needs of i MiEV owners.

The launch sees 25 i MiEVs hitting UK roads. With seating for four adults, plus room for luggage, the i MiEV doesn't compromise on space. It has a top speed of 81 mph, a range of 100 miles and can be trickle charged from flat to full in six hours using any UK three-pin socket, with a full charge costing just 96p.

"This is a very exciting new service provision for us, as we continue to work closely with Mitsubishi to enhance its customer offering for the launch of this landmark vehicle," explains Lee Taylor, Automotive Director at Mondial Assistance in the UK. "The electric vehicle market offers us an important opportunity for growth and expansion, making this a significant win for Mondial Assistance.

“It is clear that our ability to provide a bespoke assistance service, supported by highly trained engineers means Mondial Assistance continues to be the first choice for leading manufacturers. We look forward to working closely with Mitsubishi to deliver a breakdown and recovery programme that brings added value to the customer experience.”

Nick Palmer, Aftersales Director of Mitsubishi Motors UK, comments, “This partnership with Mondial Assistance delivers added value benefits to the ownership experience for Mitsubishi customers purchasing the i MiEV. Mondial Assistance provides an unrivalled level of customer care through the Mitsubishi Assistance Package and this agreement is part of our long-term relationship. By working with Mondial Assistance we can be confident that our i MiEV customers will get the expert care they need, when and where they need it. This is a market leading innovation and we have chosen a market leading assistance provider to support the UK arrival of the i MiEV.”

Illustrating the significance of its launch in the UK, the i MiEV already plays a major role in the Government’s recently announced Ultra Low Carbon Vehicle Demonstrator projects being run by the Technology Strategy Board - it is part of the West Midlands’ CABLED (Coventry and Birmingham Low Emission Demonstrators) consortium to show the UK public that electric vehicles are practical and usable.

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**Mondial Assistance: an intervention every 2 seconds around the world.**

International leader in Assistance, Travel Insurance and Personal Services, today the Mondial Assistance Group counts more than 9 817 employees who speak 40 different languages and work throughout the world with a network of 400,000 service providers and 180 correspondents. 250 million people, or 4% of the world’s total population, benefit from its services, which the Group provides on all five continents. Mondial Assistance is a member of the Allianz Group.

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