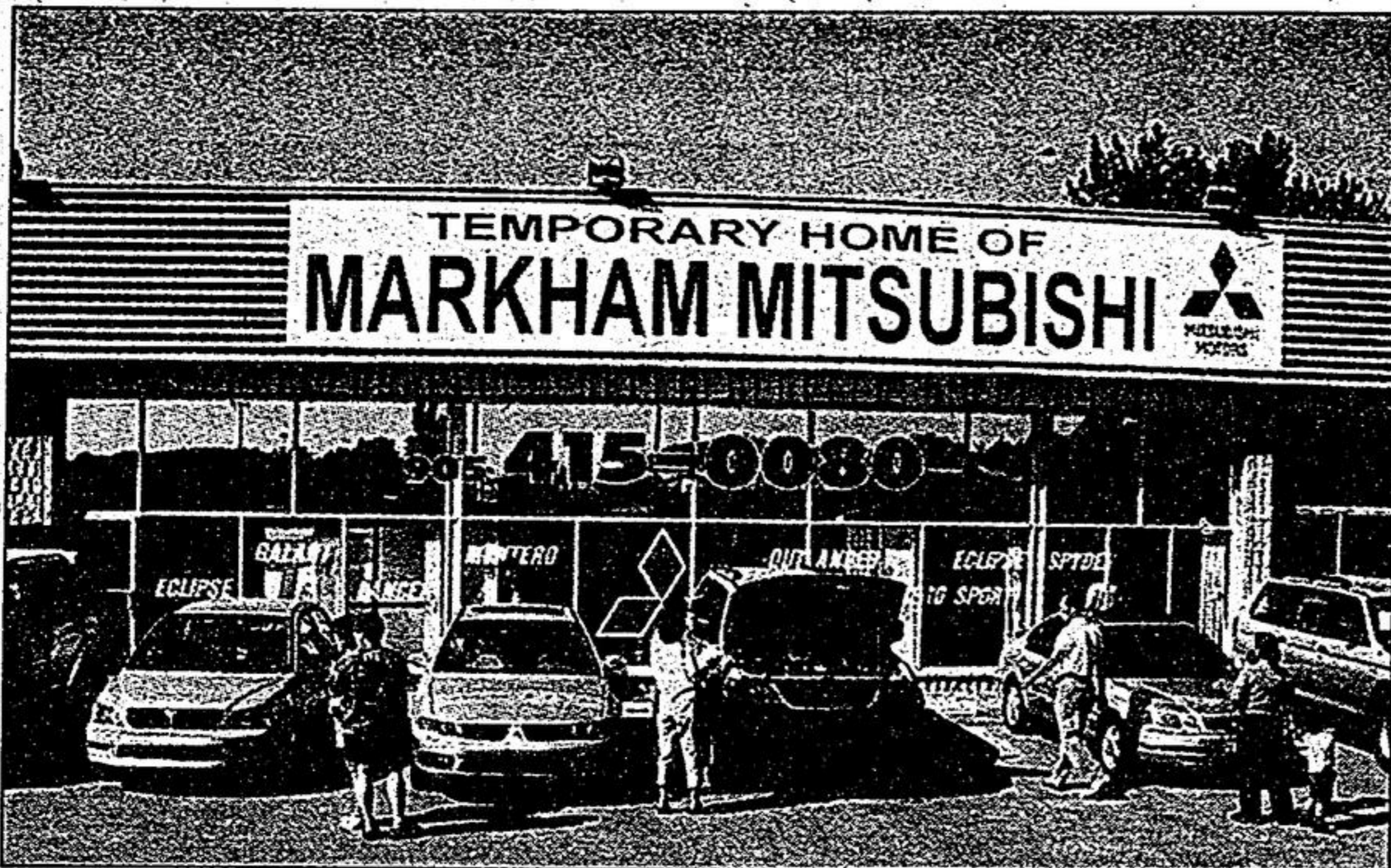


Mitsubishi Markham is one of the first Mitsubishi dealerships to open in Canada



Above is the temporary home of Markham Mitsubishi, located on Hwy. 7. Markham Mitsubishi is a full service Mitsubishi franchise, that offers seven new models of Mitsubishi.



A scene of the packed showroom following the opening of Markham Mitsubishi, located at 4072 Hwy. #7 East.

There's a new car company open for business in Canada - Mitsubishi Motor Sales of Canada, Inc. In early September, the company opened 18 dealerships across Canada, including a Markham franchise (Markham Mitsubishi) located at 4072 Hwy # 7 East.

Markham Mitsubishi is a full service Mitsubishi franchise that offers seven new models of Mitsubishi: the compact Lancer sedan, the mid-size Galant sedan, the sporty Eclipse coupe and Eclipse Spyder convertible, the compact Outlander SUV, the mid-size Montero Sport SUV, and the large Montero SUV. In 2003, Mitsubishi will add a hatchback version of the Lancer and a new SUV called the Endeavor.

For customers looking for a quality used vehicle, Markham Mitsubishi is planning to open a Used Car Department that will feature a good selection of quality used vehicles that are affordable and ready to go. A steady supply of trade-ins from loyal customers means that vehicle histories will be well documented and readily available. Used vehicle inventory will change constantly to ensure the freshest selection available.

The dealership also offers a modern Service Department and a fully-stocked Parts Department. Factory-trained technicians provide repairs and maintenance on all makes and models of Mitsubishi vehicles using the latest diagnostic tools and equipment.

After just three weeks, Markham Mitsubishi is pleased with the positive feedback that it has received from the local community. "It's exciting to be part of Mitsubishi's arrival in Canada," says Mike Picallo, General Sales Manager at Markham Mitsubishi. "Mitsubishi vehicles are a huge success in the US, and I'm confident that that excitement will be translated north of the border."

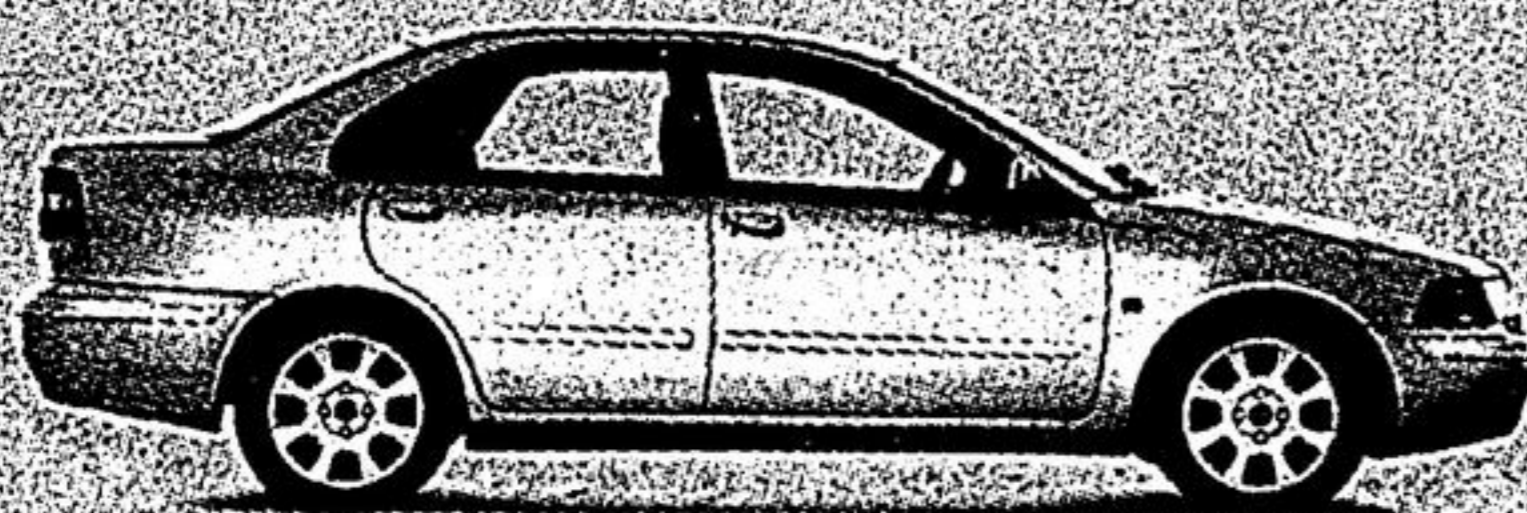
Mitsubishi Motors is the fastest growing Japanese car company in the US. It is also among the fastest growing brands with a 69 percent sales increase in the past three years (six times faster than the overall auto industry growth rate).

In October 2002, Mitsubishi will launch an aggressive advertising campaign in Canada featuring the music of Barenaked Ladies. Mitsubishi's marketing slogan is "spirited cars for spirited people," and it is clearly aimed at youthful-minded buyers who appreciate great styling and performance.

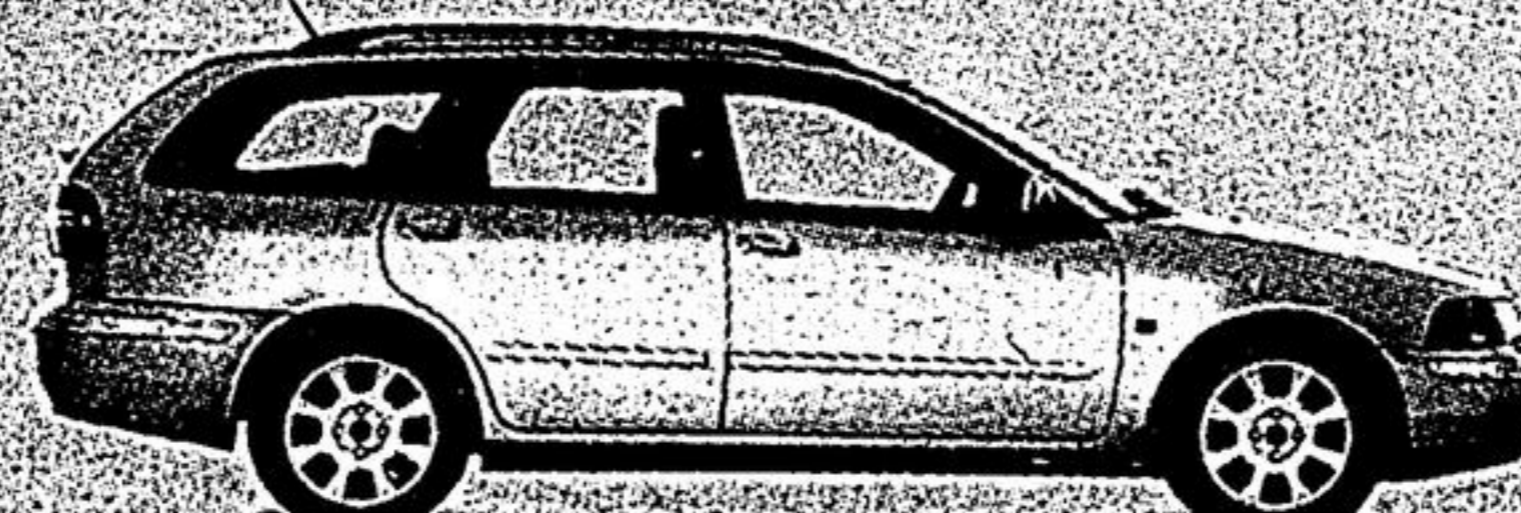
"We encourage people to drop in and take a test drive," says Picallo. "Whether you're looking for a two-door sports coupe, a family sedan or an all-purpose SUV, we have vehicles that appeal to all tastes and budgets."

Later this fall, Markham Mitsubishi will relocate to a permanent home at 4611 Hwy # 7 East in Markham. The dealership is open six days a week for sales and service. They can be reached at (905) 415-0080. The corporate web site is: www.mitsubishicars.ca

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