

# Upgrades for ASX

*Mitsubishi's new 2015 ASX features a host of upgrades and an extremely competitive price point, following the sell-out success of Lancer GSR.*

At a special introductory launch price of \$29,990 the new XLS 2WD has been joined by a new VRX model, with both vehicles sporting sharp improvements.

Mitsubishi says revised CVT transmission mapping gives swifter acceleration and a better drive, while 17-inch machine-finished alloys and a new Electric Blue colour option enhance street appeal.

Other features include a reversing camera with the monitor integrated into a 6.1-inch touch screen, Bluetooth with USB, and Mitsubishi's five-year/130,000km new vehicle warranty and 10-year/160,000km power train warranty, plus five-year/130,000km roadside assistance.

Inside, the XLS adds a sports seat trim and it has improved fuel efficiency of 7.4L/100km. Power unit is a two-litre 112kW/200Nm petrol engine driving the front wheels.

Both models have a five-star ANCAP safety rating, with the VRX enjoying the added benefit of LED daytime-running lamps.

Mitsubishi head of sales and marketing strategy Daniel Cook says the ASX's broad appeal has made a solid impression on the market since its introduction in 2010.

"ASX has captured the imagination across a broad spectrum, winning praise for its style, compact size and practicality. The 2015 model year improvements will build on that and its competitive market position follows the lead of our recent Lancer GSR promotion.

"Lancer is the country's best-selling small sedan; demand was so strong for the GSR that we sold out and had to order more stock – that indicates that Kiwis are looking to buy great-value vehicles. We're confident that the new ASX will be equally well-received."



## Porsche tops in the US

Porsche continues to remain a popular car brand in the United States. For the tenth year in a row American new car buyers have ranked sports car manufacturer Porsche highest in the latest survey J.D. Power 'APEAL' (Automotive Performance, Execution and Layout) Study.

Just last month, Porsche in the U.S. was ranked highest among all nameplates in the 2014 J.D. Power Initial Quality Study.

At this year's APEAL vehicle valuation Porsche 911 drives up to the highest rank in the "Midsize Premium Sporty Car" segment. The mid-engine models Boxster and Cayman ranked highest and second in the "Compact Premium Sporty Car" category. The Cayenne for the fourth time in a row is best in its class "Midsize Premium SUV". Furthermore the Panamera gained three places and now ranks third among "Large Premium Cars".

## On THE WEB

The overall ranking is the result of scores in ten different categories including driving dynamics, design, suitability for daily use and vehicle comfort. The current basis for the annual survey is information from more than 86,000 new-car buyers of a total of 239 different models which were registered from November 2013 to February 2014.

Porsche model range 911: combined fuel consumption 12.4 – 8.2 l/100 km; CO2 emissions 289 – 194 g/km; efficiency class: G, F

Porsche model range Boxster/Cayman: combined fuel consumption 9.0 – 7.7 l/100 km; CO2 emissions 211 – 180 g/km; efficiency class: G, F

Porsche model range Cayenne: combined fuel consumption 11.5 – 7.2 l/100 km; CO2 emissions 270 – 189 g/km; efficiency class: G-B



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