

Appraiser Blog

Why is Mitsubishi Dropping the Mirage in the U.S



By Tony Rached

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Tuesday, August 22, 2023

Amidst the ever-shifting tides of the automotive industry, Mitsubishi Motors Corp. has embarked on a bold journey by bidding adieu to the Mirage in the U.S. market. This pivotal decision not only reflects the brand's strategic recalibration but also raises intriguing questions about its future trajectory. Delve into the story behind Mitsubishi's departure from the Mirage and its resolute march towards a new horizon.

A Legacy of Affordability and Practicality

Once priced at a modest \$17,340, including shipping, the Mirage captured attention as a shining example of budget-conscious automotive offerings. The lone contender under \$20,000 in the U.S. market, it boasted the allure of cost-effective transportation, carving a niche for itself as a frugal choice with admirable efficiency.

In a pivotal move, Mitsubishi is poised to cease U.S. sales of the Mirage by mid-decade, signaling the automaker's deliberate departure from the sedan landscape. As the brand bids adieu to the Mirage, it sets the stage for a transformative reimagining of its lineup, heralding an era where innovation and change reign supreme.

A Mirage in Decline

The Mirage, despite its tribulations, managed to captivate a specific demographic—those seeking fuel efficiency and pragmatic local commuting. With an impressive combined fuel efficiency of up to 39 mpg, it made a compelling case. However, the market's landscape was rife with competition, with established models like the Toyota Corolla offering superior interiors and smoother rides.










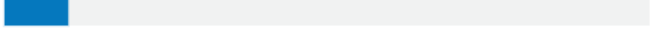
The fate of the vehicle was predicted when it was removed from the Japanese market. In the U.S., sales plummeted by a staggering 44% during the initial half of the year, cementing its position as the least favored among subcompact sedans currently in the market. According to AutoForecast Solutions, Mirage production in the U.S. will end in late 2025.

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US Sales of the Mitsubishi Mirage Over the Past Decade

Year	Sales	% Change
2022	15,816	- 31%
2021	22,741	+ 19%
2020	19,136	+ 19%
2019	26,966	+ 11%
2018	24,316	+ 9%
2017	22,386	+ 1%
2016	22,226	+ 3%
2015	21,515	+ 29%
2014	16,708	+ 469%
2013	2,935	N/A

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Embracing Electrification and Crossover Prowess

As the Mirage bows out, Mitsubishi is orchestrating a comprehensive electrification strategy, augmented by an ambitious lineup of crossovers. The blueprint entails the global introduction of nine electrified models over the next five years, accompanied by a substantial \$10 billion investment into electrified vehicles and battery production by 2030.

Crossovers: A New Frontier

Mitsubishi's transition extends beyond the Mirage, as the brand is steering its efforts toward crossovers—a segment of heightened allure in today's market. Evidencing the dynamism of this shift, the brand is set to introduce two novel crossover models to

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the U.S., each a testament to Mitsubishi's commitment to bold design and differentiation.

The curtain rises on the Xforce, poised to succeed the Outlander Sport subcompact crossover. Originating in Southeast Asia, this boxy compact utility vehicle bears the potential for worldwide acclaim, and, intriguingly, an electric variant may grace its lineup in due course.

Forging Ahead with Vision

Mitsubishi's ambition is palpable in its plans for the years ahead. A fully electric compact crossover could join the U.S. landscape by 2026, drawing inspiration from the avant-garde aesthetics of the coupe-like crossover projected to replace the Nissan Leaf. Notably, the brand's aspirations extend to an eco-friendly electric pickup—a vision that underscores consumer demand for sustainable utility vehicles.

The Mirage's exit reverberates as a harbinger of Mitsubishi's calculated evolution, an evolution that capitalizes on the flux of consumer preferences and industry dynamics. With a steadfast focus on electrification, revolutionary crossovers, and innovative design, Mitsubishi's narrative is one of adaptability, positioning the brand at the vanguard of transformation in the automotive realm.

In summation, Mitsubishi's decision to part ways with the Mirage encapsulates a strategic realignment that echoes the brand's resilience and capacity for metamorphosis. As it embraces electrification and harnesses the allure of crossovers, Mitsubishi embarks on a path laden with potential, promising a captivating journey for both the brand and its ardent enthusiasts.