

mitsubishi

LANCER EX

TOPIC: Lancer EX by Mitsubishi Motors

INFORMATION RESEARCH:

Mitsubishi Motors Corp. engages in the development, design, manufacture, assembly, sales, purchase, and import of automobiles and their related parts. It operates through Automobile and Financial Services. The Automobile segment manufactures and sells general and small-sized passenger vehicles, mini-vehicles, sports utility vehicles, and the inspection and maintenance of new vehicles in the domestic market. The Financial Services segment includes automobile leasing and sales finance business. The company was founded on April 22, 1970, headquartered in Tokyo, Japan.
(Forbes, 2021)

The Mitsubishi Lancer and Lancer Evolution - retired from the Mitsubishi lineup in 2017 and 2015, respectively - continue to garner attention from automotive enthusiasts everywhere.

Known as an affordable and dependable compact sedan, the sporty Lancer was fun to drive. Meanwhile, popular on the world rally scene, the Lancer Evolution established itself as a performance workhorse that put other sportscars in its rearview mirror and a smile on its drivers' faces. The Lancer is no longer in production. But its legacy lives on through the passion of drivers.

The Mitsubishi Lancer - named after a soldier of the cavalry regiment in Europe's knightly age-debuted on the world stage in 1973.

Styled for superior aerodynamic drag and a robust monocoque chassis for increased performance, the first Lancer was powered by engines using Mitsubishi Clean Air technology. It was the first 1973 model to be certified as having a low-pollution engine by the U.S. Environmental Protection Agency.

After nearly three decades and a successful run in Europe and Asia, the Lancer launched in the United States in 2001, powered by a 2.0-litre engine producing 120 hp and 130 lb-ft of torque. (Mitsubishi Cars, 2021).

Features:

Engine

There are three variants (GLX, GLS, GT) of the Lancer EX available for purchase and all of them are powered by the same engine. It is a 2.0-litre 16 valve DOHC engine with Mitsubishi's MIVEC technology. It produces 148 PS of power and 197 Nm of torque. It comes mated to an INVECS-III CVT transmission with a 6-step sports mode. The engine is more than capable of letting you enjoy an enthusiastic drive in this car.

Exterior

The front end of the Mitsubishi Lancer EX is attractive in its own way. The headlamps have this tapered design, making the car look angry about something. Also, the neat front grille and the radiator setup on the bumper enhance this angry and sporty look. The Lancer EX has got a very appealing side profile. This means that the nose of the car is down and aggressive, thus making the entire vehicle very sporty.

Interior

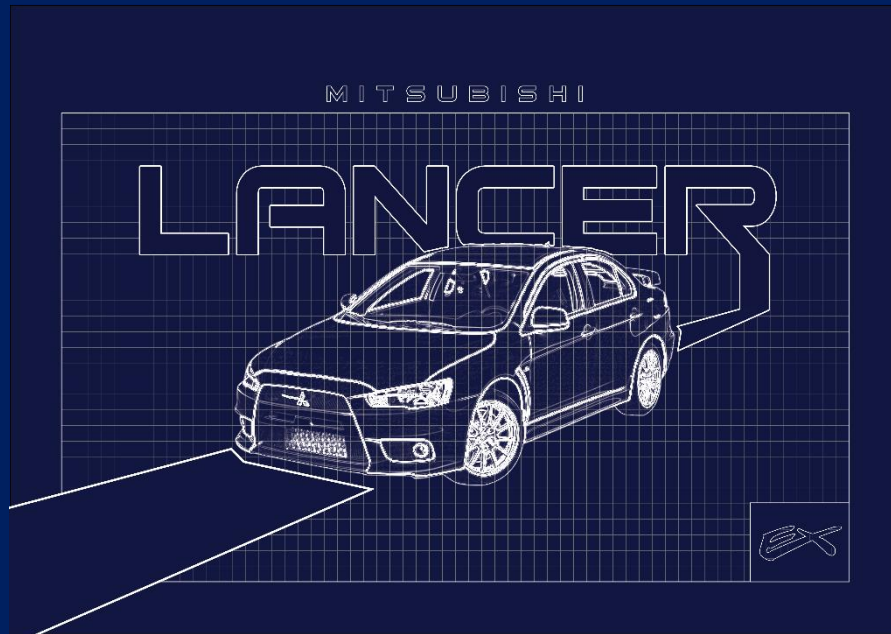
The interior is comfortable yet sporty. Clearly, it's a driver's car. The dashboard is ergonomically designed while keeping the driver in mind. Also, the three-spoke steering wheel is quite sporty as well. It comes with mounted controls for audio and cruise functions.

Safety

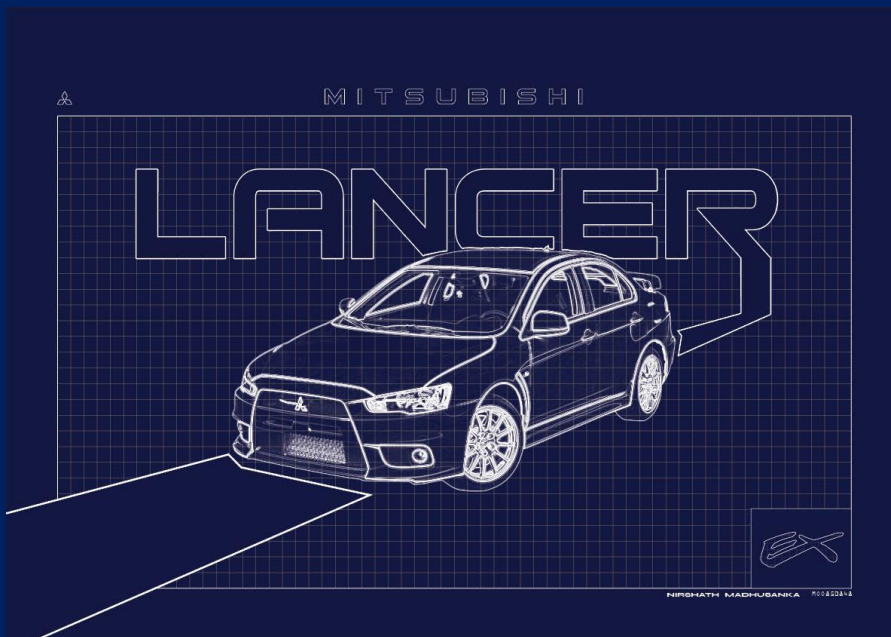
The Lancer EX gets ABS with EBD and brake assist. It also gets traction control, active stability control, a tyre pressure monitoring system, and dual front airbags (Jain, 2019).

Poster Side

Old:



New:



Information Side

Old:

LANCER EX

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as well as the inspection and maintenance of new vehicles in domestic market.

The company was founded on **April 22, 1970** and is headquartered in **Tokyo, Japan**.

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LANCER EX

New:

LANCER

EXTERIOR

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Visual Research:



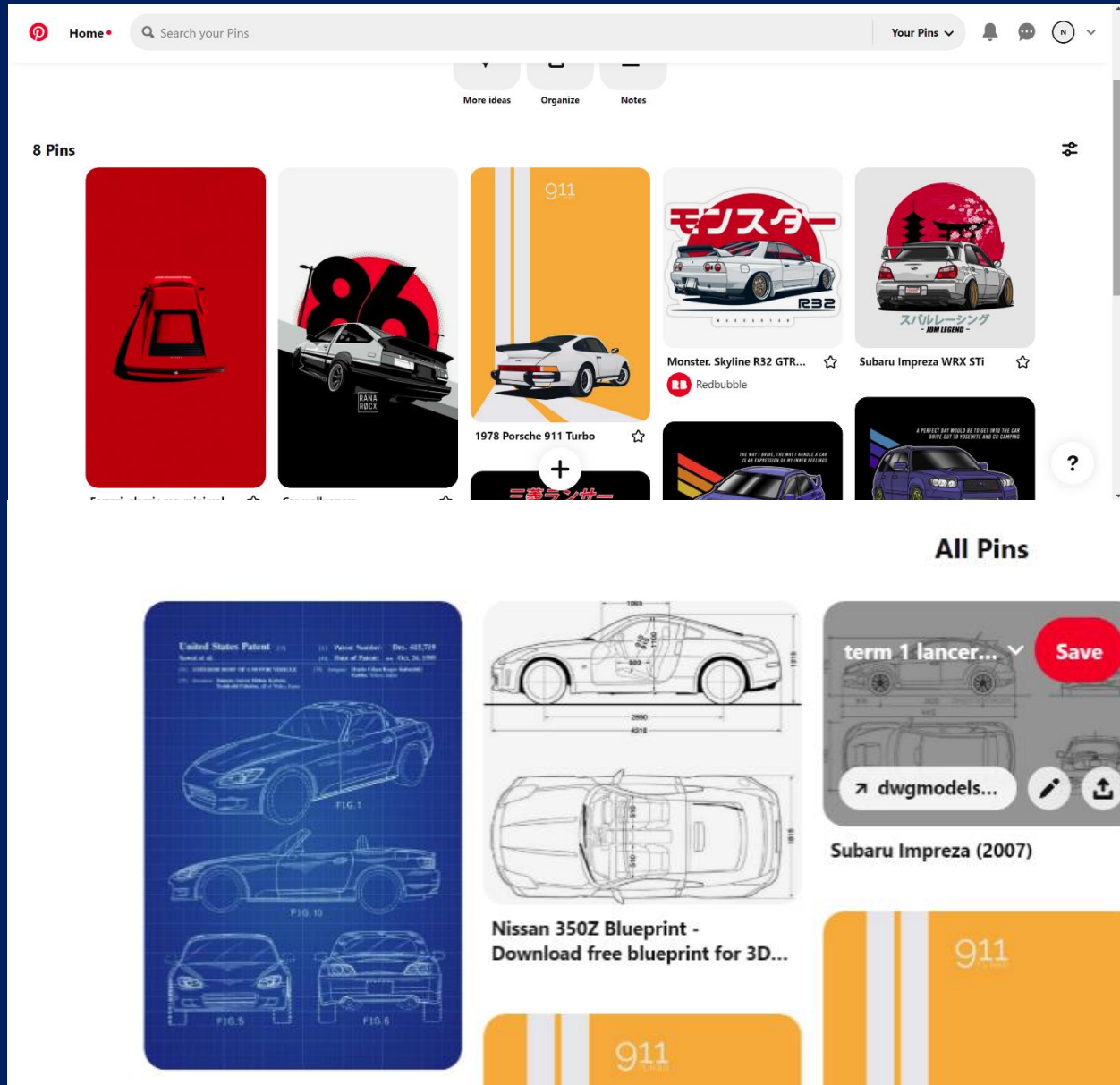
(Padeanu, 2015).



(Hayward, 2014)

Pinterest Board

<https://www.pinterest.com/nirshat/term-1-lancer-proj/>



Colour scheme and Inspiration



#ec2025



#323856



#000000



#5b5757



#ffffff

The colours were inspired by AC Delco (2021) Batteries



Fonts:

BITSUMISHI – Original font used by Mitsubishi

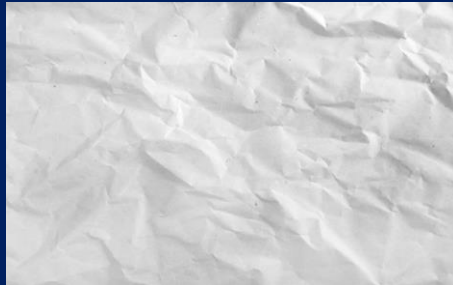
Syne – used for subheadings and body

Elements that were used:



(Das, No Date).

EEVOX IMAGES



(BestHQWallpapers, 2020).



(Mitsubishi, No Date).

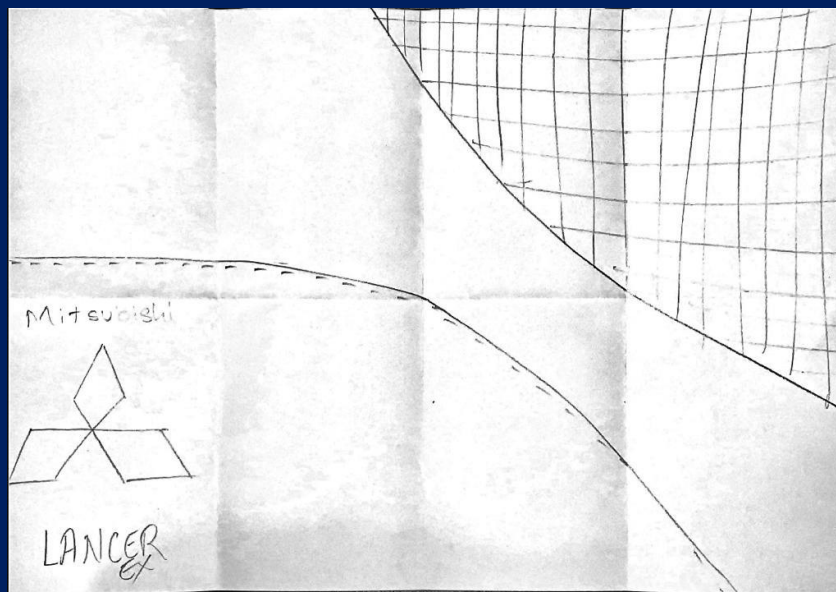
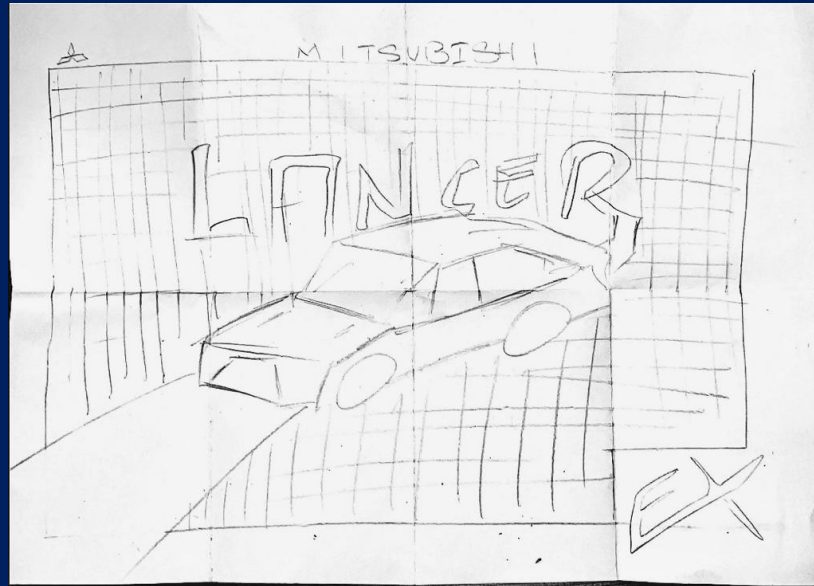


(Unblast, 2018).



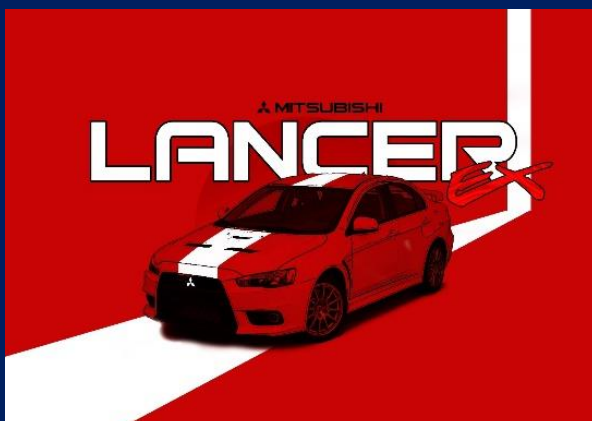
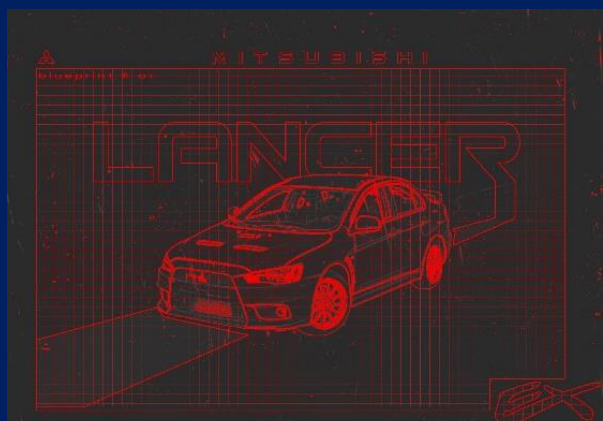
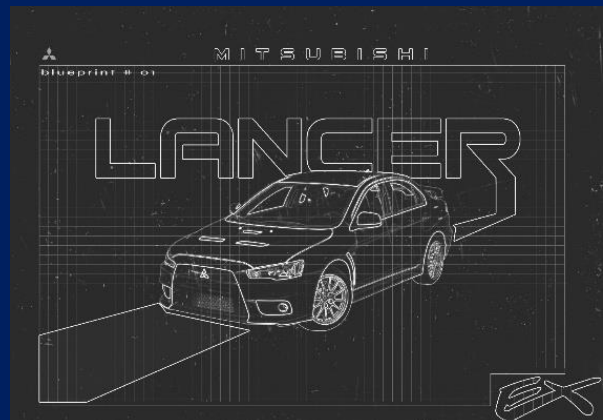
(Pngwing, No Date).

Thumbnail Sketches



Rough Drafts and Previous Versions

The following are different versions and iterations made through photoshop that act as preliminary sketches and mockups:

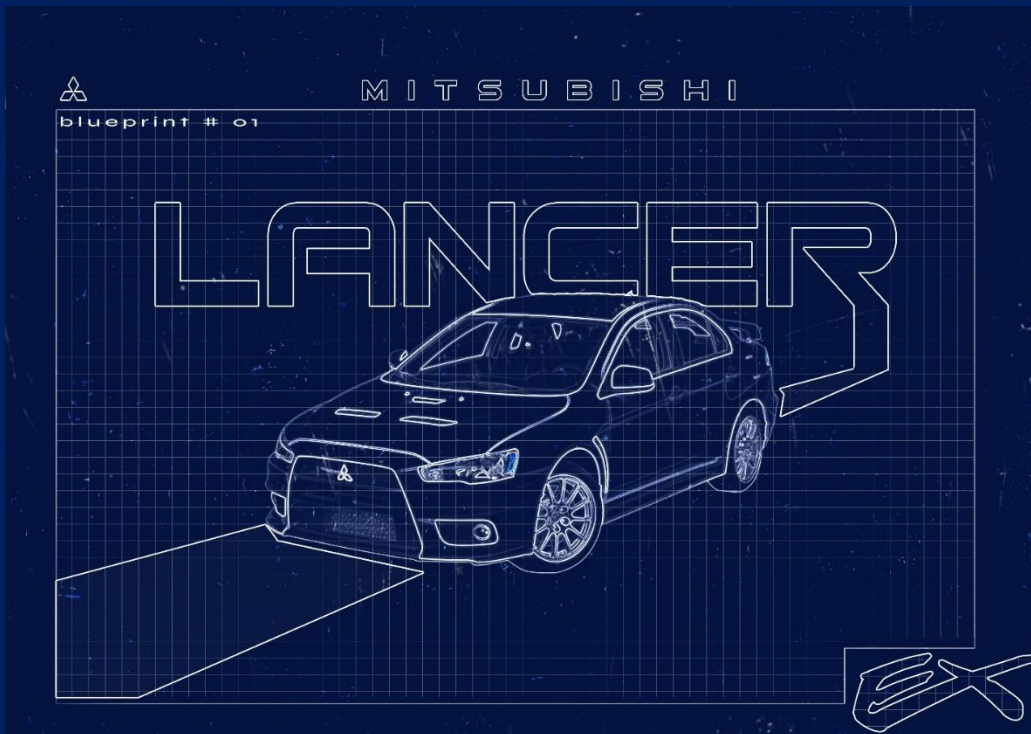


Additional Notes

The main cover page of the poster will have a Blueprint theme, inspired by classic vintage blueprints. It will have smudges and dust effects.

There will be a line emerging from the letter R in the word LANCER, which will travel underneath the illustration of the vehicle, all the way outside the border.

(see below)

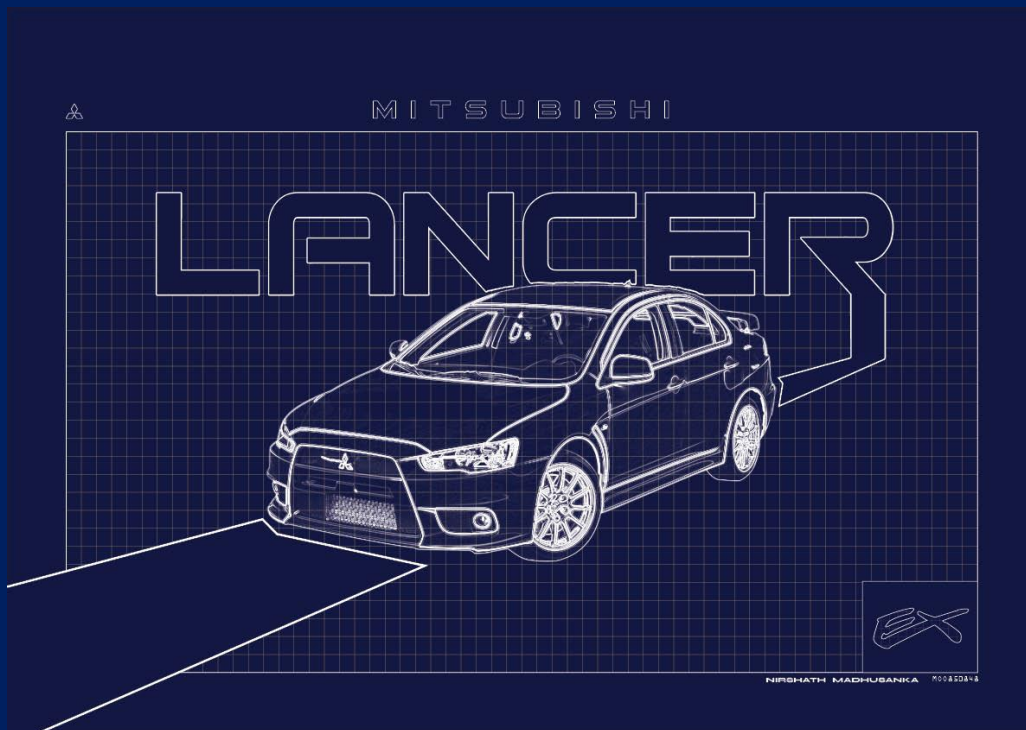


This line will further continue to the other side of the paper, separating the layout into three sections.

The section on the bottom will have a leather/plastic texture, very similar to that found in a car. It will display Mitsubishi motors and general information about the Lancer Ex. The section in the middle will show information related to the vehicle, such as interior and exterior features.

The topmost section will have the exact blueprint design as the cover page and display information about the car's engine.

Final Revised Wall Newspaper



LANCER

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Bibliography

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Jain, Purva (2019) *Mitsubishi Lancer EX: Features explained*. Available at: <https://www.zigwheels.ae/car-news/mitsubishi-lancer-ex-features-explained> (Accessed: 02/12/2021)

Padeanu, Adrian. (2015) *Mitsubishi says the lancer evolution is dead for good*. Available at: <https://www.zigwheels.ae/car-news/mitsubishi-lancer-ex-features-explained> (Accessed: 16/11/21).

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Links to elements that were used:

Das, Hriday (No Date). *Mitsubishi Lancer Evolution Png - Mitsubishi Lancer 2011, Transparent Png*. [PNG] Available at: https://www.kindpng.com/imgv/TbxTJmx_mitsubishi-lancer-evolution-png-mitsubishi-lancer-2011-transparent/ (Accessed Date: 16/11/21).

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