

## NEWS RELEASE

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### MITSUBISHI MOTORS SETS THE BENCHMARK FOR CUSTOMER SERVICE

*Adelaide, South Australia* - - A recent independent benchmarking survey has identified Mitsubishi Motors Australia Limited (MMAL) as providing greater telephone customer service above all other major automotive companies in the Australian automotive sector.

"Mitsubishi Motors' goal is to be a customer service oriented car company that is providing true value to our customers through not only the quality of the cars they drive but also through their after-sales experience," said Sharon Debling, Customer Advocacy Manager at MMAL.

"Now more than ever, Mitsubishi is focused on providing superior customer service, and we are thrilled to be recognised as the best in the industry."

Mitsubishi Motors call centre is operated by Contact 1-2-1, an award winning specialist call centre provider.

"Over the past two years we have worked in collaboration with Mitsubishi to create a unique model that would provide both end consumers and the Mitsubishi dealer network with better overall communications and interaction with the company. We are very proud to be recognised as now delivering best in class results," said Joe Tawfik, joint Managing Director of Contact 1-2-1.

The survey was carried out in August 2004 by Customer Service Benchmarking Australia (CSBA). It involved a sample of mystery shopper calls to the listed customer enquiry lines for Ford, Holden, Toyota, Mitsubishi, BMW and Mercedes Benz.

Mitsubishi Motors was identified as having the best telephone enquiry service in the automotive due to fast response, acceptable greeting skills and manner, and excellent enquiry resolution technique. The overall performance of the call centre was better than other automotive centres such as Ford, Holden, Toyota, BMW, and Mercedes Benz.

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#### FOR MORE INFORMATION PLEASE CONTACT:

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