

BREAK NEW GROUND



TRITON RAIDER

WELCOME

Dear Valued Business Partners,

2026 will be a significant year for MMAL, with a strong pipeline of new models, model year updates, and Special Action Models.

We are pleased to commence this year's activity with the introduction of Triton Raider.

Developed in collaboration with leading Australian engineering firm Premcar, and inspired by Mitsubishi Motors' rally heritage, Triton Raider has been engineered and tested for the demands of Australian conditions. It delivers outstanding confidence across all surfaces, combining genuine off-road capability with exceptional on-road comfort – achieving one of the most balanced ride profiles in the segment.

As a Special Action Model, Triton Raider is designed to create strong market differentiation and drive customer enquiry. Built on the Triton GSR platform, it showcases Mitsubishi's heritage and our unique 4x4 technologies, bringing rally-inspired capability to the Triton range.

Early interest is already strong, with 1,000 leads already generated –demonstrating strong demand for this aspirational, high-value product. Equivalent aftermarket modifications to a Triton GSR would typically exceed \$15,000, whereas Triton Raider provides a fully integrated package backed by Mitsubishi Motors' 10/10/10 Diamond Advantage.

Vehicle arrivals are scheduled to commence from June. MMAL will act as an agent on your behalf, ensuring a seamless ordering experience through your usual MMAL channels.

From a marketing perspective, the campaign will be supported across both traditional and digital channels, including a dedicated Triton Raider microsite linked from the Mitsubishi Motors Australia website. This will enable lead capture and support dealer follow-up to maximise conversion opportunities.

As always, your Field Teams will be available to support you.

I look forward to working closely with you to ensure a successful launch of Triton Raider, and to sharing further updates as we prepare to introduce two exciting new vehicles later this year.

All the best,



Tim Hore
DIRECTOR- SALES

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BREAK THROUGH GROUND



MARKETING



**MITSUBISHI
MOTORS**

Drive your Ambition

BRAND POSITIONING

Triton Raider represents the ultimate expression of Mitsubishi Motors capability - engineered in Australia for Australian conditions and customers.

More than a styling enhancement or accessory package, Triton Raider is a purpose-engineered evolution of Triton. Every element has been designed, tested and validated for Australian roads, terrain and lifestyles, delivering greater confidence, durability and real-world performance - all backed by Mitsubishi Motors.

Triton Raider is not simply a trim level. It is a cohesive, factory-engineered package that elevates Triton into a new tier of capability, combining bold presence, genuine 4WD credentials and everyday drivability without the uncertainty, cost or compromise often associated with aftermarket modification.

Bringing together Australian engineering expertise, with Premcar's 30 years of design, precision engineering and second stage manufacturing experience, and Triton's proven foundations, Triton Raider delivers the most capable and confident Triton ever offered.

What differentiates Triton Raider from the rest?

Factory-Engineered, Not Aftermarket

Unlike competitors that rely on cosmetic packs or owner-added modifications, Triton Raider is a fully integrated, factory-engineered package. It delivers toughness, capability and style without the compromises often associated with aftermarket modification, including inconsistent quality, fitment concerns or warranty uncertainty.

Engineered in Australia, for Australian Conditions

Triton Raider has been developed and validated locally, with Australian roads, terrain and customer usage in mind. The result is enhanced durability, ride confidence and long-term reliability - whether towing, touring or tackling everyday driving.

A New Capability Tier, Not a Styling Exercise

Triton Raider goes beyond visual enhancement. Every element has been engineered to work together as a cohesive package, elevating Triton into a higher tier of capability while maintaining on-road comfort and everyday usability.

Factory-Backed Confidence

Every Triton Raider enhancement is engineered, tested and backed by Mitsubishi Motors Australia. Customers can drive with confidence knowing their vehicle is supported by Mitsubishi Motors' Diamond Advantage.

TARGET CUSTOMER

The Triton Raider buyer wants uncompromised toughness - a ute with bold presence, genuine capability and factory-backed confidence that performs just as well in everyday life as it does on the weekend.

Profile

- Aged 35-55
- Established in career; tradies, managers and small business owners
- Often married with children
- Mid-to-high household income
- Lives in metro, outer-metro or regional areas

Mindset

- Wants a ute that looks tough and capable (straight from the showroom)
- Drawn to aftermarket-style builds without the hassle, cost or warranty uncertainty
- Values factory engineering, credibility and real-world practicality
- Uses the vehicle across work, family life and weekend recreation including touring, towing, camping and DIY projects

What Wins Them

- Strong visual presence and road stance
- Factory-backed enhancements and engineering confidence
- A clear capability and design step-up over standard variants
- Everyday comfort and practicality for both work and family use



BRAND MESSAGING

SINGLE MINDED PROPOSITION

Capability only matters when it's proven. Real confidence comes from a vehicle engineered for Australian conditions – demonstrated, not claimed.

Triton Raider represents Mitsubishi Motors capability in its most confident form – engineered as a complete package, not pieced together. It combines bold presence, genuine capability and everyday usability without compromise.

COMMUNICATION OBJECTIVE

Build belief through demonstration, ensuring Triton Raider's enhanced capability feels engineered and earned – not cosmetic

Core Messaging Pillars

Real 'hard-working' upgrades	Prepared for adventure	Built for those who do more
Enhanced suspension and stability developed with Premcar. Purpose-built upgrades engineered for confidence, control and durability. Capability backed by genuine engineering.	Increased ground clearance and local validation Tested for Australian roads, terrain and real-world usage Capability with purpose.	Rugged styling with integrated functionality Bold presence combined with everyday usability Capability that fits their lifestyle.

LAUNCH CAMPAIGN

Triton Raider communications will launch in phases to build awareness, maintain momentum and drive enquiry into Dealerships. A fully integrated campaign will support this through high-reach brand activity, capability-focused storytelling and conversion-led messaging.

Central to the campaign is the headline 'BREAK NEW GROUND' - a confident expression of Triton Raider's bold capability, reinforcing its position as the most advanced and capable Triton yet.

Supporting the campaign launch will be a suite of hero photography and video assets, including a three-part content series exploring the development of Triton Raider. The series will showcase the collaboration between MMAL and Premcar, while reinforcing the engineering credibility, capability and everyday comfort behind the vehicle.



May	Jun	Jul	Aug	Sep
<p>Launch – 15 May <i>Microsite</i> <i>Media activity</i> <i>Dealer launch</i></p>				



RAIDER WEBSITE



Triton Raider will launch on 15 May with a dedicated microsite designed to position Triton Raider as a distinct and elevated expression of Triton. Inspired by world-class digital design and shaped by leading UI/UX expertise, the site delivers a premium, immersive experience beyond the standard MMAL.com.au framework.

All leads and enquiries will flow in line with current process, under product name Triton Raider.

Triton Raider will also be promoted via MMAL.com.au across the Triton Pick Up Showroom, Cab Chassis Showroom and within our Vehicle Navigation. All content will link out to the Triton Raider Website.



Unique URL - mitsubishi-raider.com.au

ONLINE VIDEO & SOCIAL

To introduce the Triton Raider story to market, MMAL has developed a three-part content series exploring the vehicle's creation in partnership with Premcar. The series has been designed to reinforce Triton Raider's engineering credibility, capability and real-world purpose through authentic storytelling and demonstration.

Supporting assets include three long-form films alongside 30-second, 15-second and 6-second cutdowns for national and local social activity.

Click YouTube icon play.

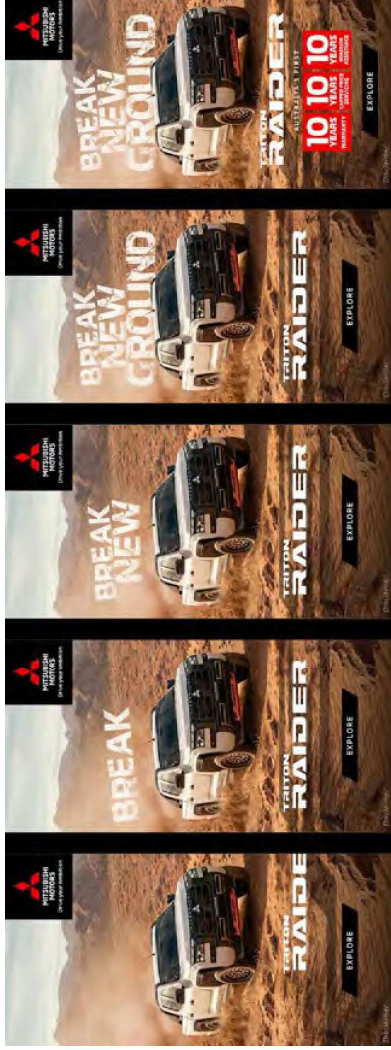


Longform edits can be viewed on the
Triton Raider YouTube channel.



DIGITAL

High-impact digital activity will also run across Nine.com.au and performance media channels, featuring homepage takeovers, ScrollX and standard display banners targeted at high-value ute intenders (\$70k+).



RADIO & OOH



To build reach and frequency, Triton Raider will feature throughout MMAL's NRL partnership with Triple M - providing a strong contextual platform to reinforce Triton Raider's tough, confident and capability-led positioning to a highly engaged audience.

Activity includes 30-second recorded spots, in-broadcast credits and live reads.



Click to play

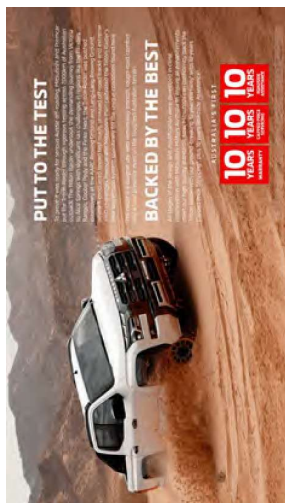
From late May, Triton Raider will launch across OOH to deliver mass reach and strong visual impact. Designed to showcase Triton Raider's bold styling and toughness in the real world, the campaign will drive immediate awareness and reinforce its confident presence.



E - BROCHURE



A dedicated Triton Raider product e-brochure will be available for download through the Triton Raider microsite and Dealer websites.



DEALER ASSETS

To ensure consistent Triton Raider branding across local activity, a suite of ready-to-use marketing materials will be made available via Sesimi.

Please refer to the Triton Raider Marketing Guidelines (appendix 1), for further information about how to promote this model. Please note, all advertising relating to Triton Raider must be submitted for approval via the usual process before placement.

Assets	Description	Date
Content Videos	Longform edits, 30sec, 15sec and 6sec	15 th May
Digital Banners	Standard Digital Suite	15 th May
CGI	¾ Front and Read, Side Profile	15 th May
Static Social	Launch Social Static	15 th May
Photography	Variety of dynamic driving and static images	15 th May
Dealer Website – Product Page Design	Dealer Webpage Design, content, layout and all imagery	15 th May
Product Brochure	Downloadable format	15 th May
Logos	All formats	15 th May
Launch eDM	HTML	w/c 8 th June

[SESIMI LINK](#)

TRITON RAIDER



SALES

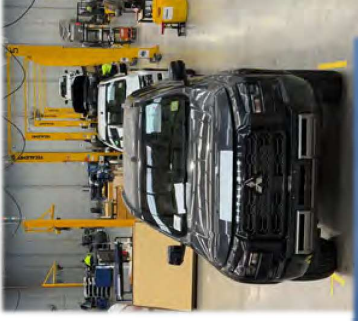
SALES & OTD

PRODUCTION DEMAND COMMENCES

Second Stage Manufacture (SSM) is under way at Premcar's facility with first units having rolled off the production line. Each Triton Raider is individually built to order for your Dealership, by hand right here in Australia followed by stringent testing.

Your Dealership can secure units from Pool (Option Code RDR - "RAIDER") or via the OTD process. **A special Triton Raider OTD window is open from Friday, 15th May to Tuesday 19th May!**

Once your order is confirmed by MMAL, requested units will be released to the Premcar production queue. We expect a lead time of 3 weeks from order plus transit time then from Melbourne to your Dealership however the heightened orders under OTD will see this extend by up to 3 weeks for these arrivals. Interstate moves will be delivered to our nearest storage yard prior to consolidation and delivery to your Dealership.



RETAIL PRICING

MODEL	RRP	NATIONAL DRIVE-AWAY
TRITON RAIDER	\$74,990	\$74,990

Note: Paint charges may be additional

FLEET PRICING

Small Fleet (ABN & Mitsubishi Diamond Fleet) pricing is available for Triton Raider. Please contact your State Fleet Managers in the first instance for other fleet opportunities.

DEMONSTRATOR PROGRAM

MMAL will provide \$2,000 ex GST support per vehicle to help get more customers behind the wheel of Triton Raider. This support is automatic with no Dealer claim action required.

Note: For Metropolitan and Provincial Dealers, capped at one demonstrator unit plus optional for Rural Dealers (capped at one demonstrator unit as well). Must be RDA'd as DEMO by June 30, 2026. Paid on next netting upon on-sell, no action required. Holding period 3 months from RDA to on-sell. Vehicles on-sold earlier than 3 months receive \$1,000 ex GST support. Vehicles must be on-sold within a maximum 9 months to remain eligible for private retail incentive at time of on-sell.

TRITON RAIDER



AFTERSALES

GENUINE ACCESSORIES

Triton Raider is a significantly enhanced vehicle and will boast several unique items as standard features, that would normally be Accessory options, as listed here:

- Black Front Under Garnish
- Red RAIDER branded Underbody Protection
- Black Side Protection Bars with red MITSUBISHI branding
- Black Sports Bar with red MITSUBISHI branding.

For customers looking to further enhance their ownership experience, MMAL Genuine Triton GSR Accessories range is available to them, with special note on these items:

- Electric Roll Top Tonneau Cover MZ350798 will require new MMAL Genuine Sports Bar Adapter Bracket MZ351034.
- Nudge Bar MZ350762 and MZ350763 are not compatible with Front Under Garnish.

Please refer to MMAL website, Electronic Accessory Parts Guide (eAPG), and SAP for full pricing and applicability details.

For further information, please speak with your Area Sales Manager or Parts & Service Development Manager.



SERVICE & WARRANTY

DIAMOND ADVANTAGE

Triton Raider is eligible for the Mitsubishi Diamond Advantage 10-year Warranty, Capped Price Service, and Roadside Assistance program. Standard Terms & Conditions apply. [Link](#).

10-Year New Car Warranty

With Mitsubishi's New Car Warranty, when all scheduled services are completed at a Mitsubishi Dealership your customers will experience worry free motoring well into the future.

Triton Raider parts fitted by Premcar are covered under the Mitsubishi Diamond Advantage Warranty. Terms & Conditions apply. [Link](#).

10-Year Capped Price Servicing

Mitsubishi's Capped Price Servicing program supports long-term value and peace of mind, with transparent, competitive scheduled servicing costs across the ownership period.

Triton Raider is offered with the same competitive 10-Year Capped Price Service plan in line with MV Triton models.

MY26 \$7,023	First 5	12m / 15k	24m / 30k	36m / 45k	48m / 60k	60m / 75k	\$2,705
		\$489	\$489	\$489	\$599	\$639	
Second 5 with DA warranty		72m / 90k	84m / 105k	96m / 120k	108m / 135k	120m / 150k	\$4,318
		\$850	\$719	\$980	\$869	\$900	

10-Year Roadside Assistance

12 months Roadside Assistance is offered on delivery of the vehicle, and is extended with each Capped Price Service.

TRITON RAIDER



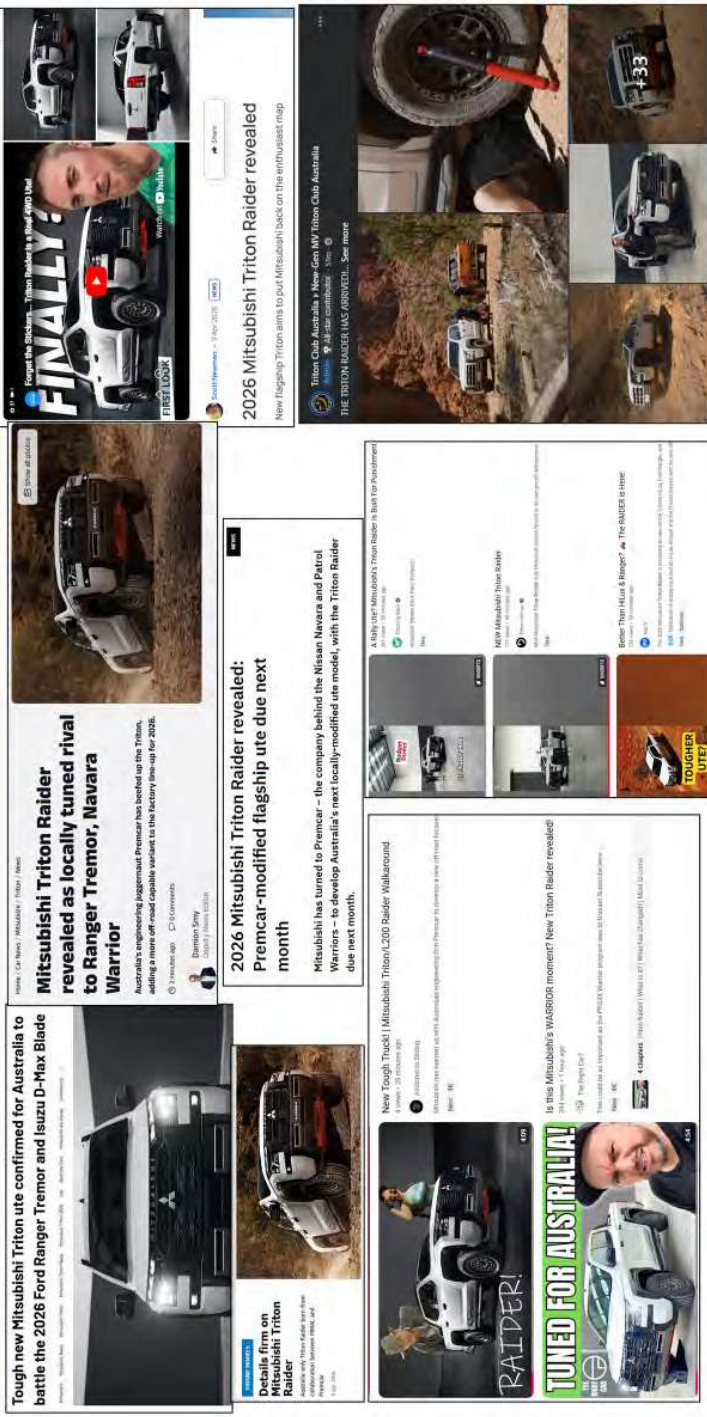
MEDIA & PR

MEDIA & PR

Triton Raider Media commenced with a static reveal of the vehicles to the media on the 31st March 2026.

- 13 journalists attended covering majority of mainstream media
- Carsales; Drive; Car Expert; Carsguide; Chasing Cars; Car Sauce; The Right Car; NRMA; Go Auto, 4x4 Australia; RACQ, RACV and Triton Club
- Overwhelming positive response backed up by online media reports
- Drive event scheduled for 26th and 27th May
- Drive event media will be under embargo until the 3rd June
- 5 Triton Raider vehicles will be loaned to media outlets from June to allow them to conduct independent reviews and comparisons to the competitors

Triton Raider – 31st March Static unveil media coverage



The collage displays various media pieces related to the Triton Raider's unveiling. It includes:

- News Articles:**
 - Mitsubishi Triton Raider revealed as locally tuned rival to Ranger Tremor, Navara Warrior** (The Australian, 31 March 2026): Discusses the engineering changes and the locally-modified ute model.
 - 2026 Mitsubishi Triton Raider revealed: Premcar-modified flagship ute due next month** (The Australian, 31 March 2026): Focuses on the partnership with Premcar and the development of a new locally-modified ute model.
 - Tough new Mitsubishi Triton ute confirmed for Australia to battle the 2026 Ford Ranger Tremor and Isuzu D-Max Blade** (The Australian, 31 March 2026): Announces the vehicle's arrival in Australia.
 - Details firm on Mitsubishi Triton Raider** (The Australian, 31 March 2026): Provides further details on the vehicle's specifications.
 - New Tough Truck! Mitsubishi Triton L200 Raider Hallmark** (The Australian, 31 March 2026): Celebrates the new truck model.
 - Is this Mitsubishi's 'WARRIOR' moment? New Triton Raider revealed** (The Australian, 31 March 2026): Analyzes the vehicle's market positioning.
- Social Media:**
 - Facebook:** Posts from 'Mitsubishi Australia' and 'Mitsubishi Triton Raider' showing the vehicle and announcing the reveal.
 - Twitter:** Tweets from 'Mitsubishi Australia' and 'Mitsubishi Triton Raider' discussing the vehicle's features and the locally-modified ute model.
- Promotional Graphics:**
 - RAIDER! TUNED FOR AUSTRALIA!** (Mitsubishi Australia): A graphic highlighting the vehicle's local tuning.
 - TOUCHER LUTER!** (Mitsubishi Australia): A graphic promoting the locally-modified ute model.

TRITON RAIDER



NDC

NATIONAL DEALER COUNCIL

The MMAL National Dealer Council have been actively engaged in Triton Raider to ensure its success...

For many months leading up to the Triton Raider launch the NDC have been actively engaging with MMAL across a number of forums to provide valuable input aimed at ensuring the launch and vehicle would be a success for the Dealer network.

Just last week, MMAL and Premcar were delighted to host the NDC at the Premcar manufacturing facility in Victoria to immerse themselves in all things Triton Raider as the new units rolled of the production line and put them to the test against key competitor vehicles.

To learn more about the NDC's experience, views on Raider and how they thought it stacked up against the opposition keep an eye out for the next edition of the NDC Newsletter.



Premcar CEO, Bernie Quinn (left), MMAL NDC Chair, Justin Read, and MMAL CEO, Kihara Shunichi, pictured at the NDC briefing at the Triton Raider production



Members of the MMAL National Dealer Council receiving a briefing from MMAL and Premcar executives on the development and production of the Triton Raider.

FAQ'S

Q. Will MMAL support the Triton Raider with Marketing?

A. Yes. MMAL will support the Triton Raider with a fully integrated, phased marketing campaign designed to build awareness, sustain momentum, and drive Dealer enquiries. This includes high-reach brand activity, the 'BREAK NEW GROUND' campaign platform, and supporting hero content showcasing Triton Raider's capability and development.

Q. How do I order a Triton Raider?

A. You can order a Triton Raider through the standard OTD process, via a pool search or, if you can't find the vehicle you're after, via MiDealer Assist to the Distribution team. Once your order is confirmed, units are placed into the Premcar production queue, with an estimated lead time of approximately 3 weeks plus transit from Melbourne to your Dealership.

Q. Will I be targeted on Triton Raider?

A. No, you are not required to order a Triton Raider, as this is an optional (opt-in) product.

Q. How long will the Triton Raider remain available in the market? Additionally, will there be an option to order further units if required?

A. The Triton Raider will remain available in the market subject to ongoing demand and production capacity, with supply continuing provided a minimum order volume is maintained, with the flexibility to order additional unit if demand supports.

Q. Will MMAL provide support on Demo Triton Raider?

A. MMAL will provide \$2,000 ex GST support per vehicle to help get more customers behind the wheel of Triton Raider. This support is automatic with no Dealer claim action required*.

Q. Is Triton Raider eligible for Mitsubishi Diamond Advantage?

A. Yes. Triton Raider - including specific Triton Raider components fitted by Premcar - is eligible for the Mitsubishi Diamond Advantage 10 Year Warranty, Capped Price Servicing, and Roadside Assistance. Standard Terms & Conditions apply. [Link](#).

Q. How are unique Triton Raider accessory parts fitted by Premcar handled in the case of a Warranty claim?

A. Warranty claims for Triton Raider parts equipped by Premcar should be claimed through the normal MMAL Warranty Claim process.

Q: Can I purchase unique Triton Raider accessories & parts fitted by Premcar for other Triton models?

A: No. Unique Triton Raider accessories & parts are not available for other Triton models. Supply process will be made available via a dedicated parts supply bulletin to Parts Managers.

* See full T&Cs on page 19 of this document

BREAK NEW GROUND



TRITON **RAIDER** GUIDELINES

Version 1.0 – Effective May 2026

VISUAL BRAND GUIDELINES

The word 'Raider' inherently invokes a sense of adventure. This is a bolder, tougher ute with enhanced performance and greater off-road capabilities. The Triton Raider is built for exploring our rough Aussie shores, and it looks the part. We've taken elements from the concept vehicle to create a unique visual identity that reflects its adventurous title – one that's striking, formidable and stands out.

Raider logo

RAIDER

RAIDER

TRITON Raider logo

**TRITON
RAIDER**

TRITON
RAIDER

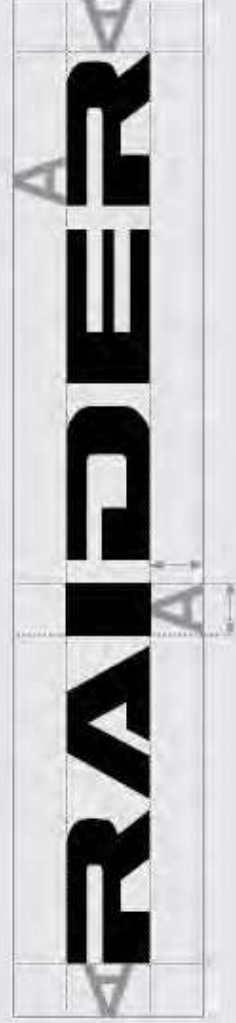
**TRITON
RAIDER**

TRITON
RAIDER

VISUAL BRAND GUIDELINES

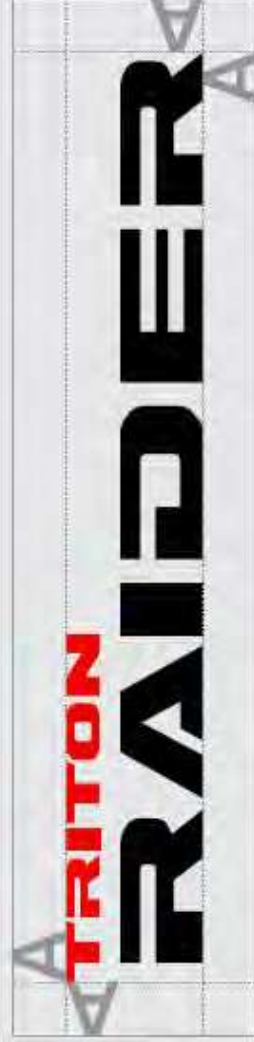
Raider clearspace

Minimum clearspace on all lockups is 1xA with A being the width of the | in Raider.



TRITON Raider clearspace

Minimum clearspace on all lockups is 1xA with A being the width of the | in Raider. However, on the lefthand side of the logo, A is registered off of the T in Triton.



VISUAL BRAND GUIDELINES

Logo use

Against light coloured or white backgrounds



Against dark coloured or black backgrounds



Incorrect use of logo lockup

Used only the logo lockup formats supplied. Please do not change colours, crop out any elements, skew or warp in any way.



DO NOT condense logo

DO NOT stretch logo

DO NOT rotate logo



DO NOT skew logo

DO NOT use non-MML colours

DO NOT change position of logo elements

VISUAL BRAND GUIDELINES

Colour palette

We'll predominantly use black and complementary greys from the body of the TRITON Raider, with eye-catching red from the accent features and white from the reflections as our secondary palette.

CMYK



**MITSUBISHI
MOTORS
RED**

C: 0
M: 100
Y: 100
K: 0



**MITSUBISHI
MOTORS
BLACK**

C: 0
M: 0
Y: 0
K: 100



**ANTHRACITE
GRAY**

C: 10
M: 0
Y: 0
K: 70



**COLD
GRAY**

C: 3
M: 0
Y: 0
K: 33



**CONCRETE
GRAY**

C: 2
M: 0
Y: 0
K: 15

RGB



**MITSUBISHI
MOTORS
RED**

R: 237
G: 0
B: 0
#ED0000



**MITSUBISHI
MOTORS
BLACK**

R: 0
G: 0
B: 0
#F0F0F0



**ANTHRACITE
GRAY**

R: 104
G: 109
B: 113
#686d71



**COLD
GRAY**

R: 191
G: 194
B: 196
#8FC2C4



**CONCRETE
GRAY**

R: 227
G: 229
B: 230
#E3E5E6



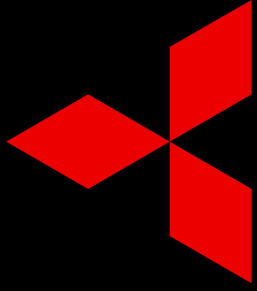
Red and white - used sparingly

VISUAL BRAND GUIDELINES

Graphic device

The graphic device, which appears on the Triton Raider has been inspired by Triton Ralliart racer.





**MITSUBISHI
MOTORS**

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