

2015

**LANCER**  
***EVOLUTION***

**Final Edition**

MMNA Product Planning



# 2015 Lancer Evolution

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## Product Strategy:

Start of Production: 9/2015 ~ 12/2015  
(limited to 1600 units)

The Lancer Evolution Final Edition model is based off of the current base GSR with some new enhancements to both exterior and interior that was not previously offered on the Lancer Evolution GSR. U.S. allocated production is limited to 1,600 units over 4 month period.

## The 'Final Edition' new product enhancements include:

- Horsepower increase (291hp → 303hp / 305 lbs-ft torque)
- Dark chrome painted Enkei<sup>®</sup> 18-inch aluminum wheels.
- Dark chrome front grille surround.
- Hood Air Outlet, Bumper Center Gloss Black.
- Final Edition badge.
- Red interior accent stitching.
- Black headliner and pillar trim.
- Final Edition animation on meter cluster display.
- Production serial number plaque on center console.
- Black painted aluminum roof.
- New Diamond White Pearl exterior color.

## Exterior

- Final Edition badge [new]
- Black painted aluminum roof [new]
- Dark chrome painted Enkei® alloy wheels [new]
- Gloss black center bumper and hood air outlet [new]
- Dark chrome front grille surround [new]
- HID headlamps [carryover]
- FAST-Key entry system [carryover]
- Rain sensing wipers and auto headlight control [carryover]
- New Diamond White Pearl color [new]

## Interior

- Production serial number plaque on center console [new]
- Final Edition animation on meter display [new]
- Black headliner, pillars, sun visors, and assist handles [new]
- Red accent stitching for sport seats, steering wheel, shift knob, console lid, and e-brake handle. [new]

## Mechanical

- Sodium enclosed valves for horsepower increase (291hp → 303hp / 305 lbs-ft ) [new]
- Bilstein® shock absorbers and Eibach® springs [carryover, 1<sup>st</sup> time available with 5MT]
- Brembo® 2-piece front rotors [carryover, 1st time available with 5MT]

# Exterior Enhancements

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Engine HP Enhancement  
(291hp → 303hp)

Black painted aluminum roof

Bilstein shocks and Eibach springs

Gloss black center bumper and hood air outlet

Final Edition Badge

Dark chrome painted surround

Dark chrome painted Enkei wheels

FAST-Key (KOS)

2-piece BREMBO front rotors

HID Headlamps



# Interior Enhancements

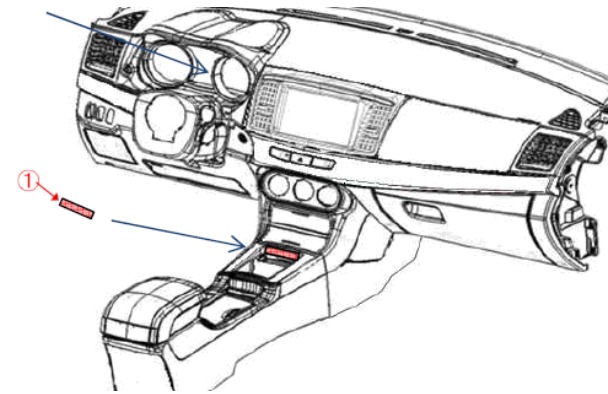
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Black pillars, sun visors, assist handles, and headliner



Gloss black center console box with production serial number plaque (US0001 ~ US1600)



Red stitch accents on sport seats, steering wheel, e-brake, and console lid, shift knob



# 2015 Lancer Evolution Final Edition

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FY2015

Q1

Q2 (July– Sept)

Q3

Q4

## Lancer Evolution Final Edition

Most Powerful Mass-Production Evolution Ever!



Limited Production to 1600 units for United States.

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# 2015 Lancer Evolution Final Edition

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## LANCER EVOLUTION

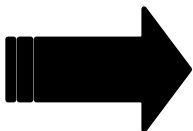
Limited Production Sept 2015 – Dec 2015  
1600 units

- From September to December, 100% of production will be of the “Final Edition”.
- GSR model will end with August production

Dec 2014 ~ Aug 2015

15MY	Trim	FOG
S-AWC	GSR Base (5MT)	A09
S-AWC	GSR Sight & Sound (5MT)	A10
S-AWC	GSR Premium (5MT)	E61
S-AWC	MR Base(SST)	A12
S-AWC	MR Touring (SST)	E62

FOG = 3



SOP: Sept 2015 ~ Dec 2015

15MY	Trim	FOG
S-AWC	GSR Base (5MT)	A09
S-AWC	GSR Sight & Sound (5MT)	A10
S-AWC	GSR Premium (5MT)	E61
S-AWC	Final Edition (5MT)	A13
S-AWC	MR Base(SST)	A12
S-AWC	MR Touring (SST)	E62

FOG = 1

# Final Edition Color Lineup

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## Exterior colors for 2015 – Add “Pearl White with Black Rook”

- Final Edition will be offered in 4 colors.



NEW

Pearl White  
with black roof  
XW1



Rally Red with  
black roof  
XP1



Mercury Gray  
with black roof  
XU5



Octane Blue  
with black roof  
X1D