



# Mitsubishi returns to selling cars in the UK from 2026

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## Mitsubishi return to UK car market

### Robin Roberts (and WheelsWithinWales) reports...

International Motors Ltd, a leading UK-based vehicle importer and distributor, will introduce new Mitsubishi vehicles to the UK from next summer.

The new models, drawn from Mitsubishi Motors' global line-up, will bring the brand's latest advancements in innovation and four-wheel drive technologies, to the UK market, it said today.

Complementing the established Mitsubishi aftersales network of over one hundred sites, a dedicated number of retailers are currently being appointed to handle sales and customer service. Customer deliveries are scheduled to begin in summer 2026.

Sharon Townsend, Head of Mitsubishi Motors in Solihull, said, "We're delighted to be introducing exciting new Mitsubishi vehicles to our loyal UK customers.

Over the past few years, we've continued to see enthusiasm for the brand, which has strongly influenced this decision. By building on our trusted



aftersales network and dedicated retailer partners, we are committed to providing an exceptional ownership experience.”

Frank Krol, President & CEO of Mitsubishi Motors Europe, added, “Our upcoming models represent the very best of Mitsubishi Motors’ core technologies in performance, four-wheel drive, and much more.

We look forward to a successful introduction in the UK – a market where our brand continues to have a deep emotional connection with loyal customers.”

Mitsubishi Motors in the UK was established in 1974 as the official importer for Mitsubishi Motors vehicles, parts and accessories, as well as the hub for all technician training, customer care and after sales support. In autumn 2021, as part of International Motors, Mitsubishi Motors in the UK became an after-sales only business.

IM manages property, finance and automotive and is probably best known for its Subaru and Isuzu brands but in the last few years, as well as the official supplier of Mitsubishi parts, it has added Ora and Xpeng to its portfolio.

Mitsubishi Motors Europe is based in the Netherlands and in Europe sells electric and hybrid vehicles which are essentially based on Renault models which owe their existence to a deal done when the French manufacturer acquired Nissan and the Mitsubishi brands came with that deal.

Industry speculation is that one of the first of the 2026 Mitsubishi models to be delivered to customers in Summer will be the latest range-



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topping Outlander PHEV, the smaller Grandis with choice of hybrid powertrains, and possibly an all-electric Eclipse Cross which have marked the brand's European return this year.