

Mitsubishi launches new brand strategy

Mitsubishi launched a new brand strategy, global tagline and initiative at the Tokyo Motor Show in Japan.

The 'Drive for Growth' initiative is a three-year strategic plan for sustained and profitable growth, targeting an increase of more than 30% in annual unit sales to 1.3 million vehicles worldwide.

The new brand strategy is under the new "Drive your Ambition" global tagline.

The tagline is a strategy that reflects an adventurous and progressive mind-set for inspirational design and product.

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