



Mitsubishi Motors

Discover - Heritage



Design Annotations
v 1.0
August 2018

01 Page structure

1

DISCOVER

PHILOSOPHY

HERITAGE

INNOVATION

CONCEPT CARS

ELECTRIC

CARS

BUY

OWNERS

DISCOVER

100 years of Mitsubishi Motors

Where it all started

Our heritage is rooted in Japanese Craftsmanship, going way back to the 18th century during Japan's industrialisation, when an ambitious Yatarowasaki became the founder of Tsukumo. But, you know that name didn't last. The flags on his ships displayed the now-famous Three-Diamond emblem, and by 1874 the company became Mitsubishi (Three Diamonds).

What began as a shipping company with three steamships, evolved into Mitsubishi Corporation. A company successful in incorporating Japanese craftsmanship into various fields, from international trading and shipbuilding to banking, optics, aircraft design, manufacturing and cars.

100 years of automotive experience

Pre 1950s

1950s

1960s

1970s

1980s

1990s

2000s

1917

Mitsubishi Shipyard is renamed Mitsubishi Heavy-Industries.

1936

Japan's first 4WD vehicle, forerunner of today's Shogun.

1946

This scooter was major contributor to Mitsubishi business.

1946

The PX33 was Japan's first four-wheel drive vehicle

1946

Our first standard truck went into mass-production.

1950s

Mitsubishi Jeep

As reconstruction went into full swing post World War II, the Jeep became a desired vehicle. We completed the first knock-down Jeeps, the 31, and 54 units were delivered to the Forestry Agency.

EXPLORE JEEP

1959

This popular truck became a best-seller.

1959

The first 4X4 with part-time four-wheel drive.

1966

The TM3A Mizushima was Mitsubishi's first standard truck and the first to go into mass production for the public in 1947, with 90,000 units.

1970s

Eclipse Cross

Setting the stage for the future of Mitsubishi design is the Eclipse Cross, combining style and function ensuring it can tackle any situation head on.

EXPLORE ECLIPSE CROSS

Present

To be continued...

Keeping true to our philosophy, we'll continue to build impressive mobility solutions. For the future.

Making concepts a reality

Discover what we're working on and what's coming soon.

EXPLORE CONCEPT CARS

UK - English

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1

Page heading, Hero Image

2

Intro heading and intro copy. Large Image

3

Timeline Navigation. In page before becoming fixed at the top.

4

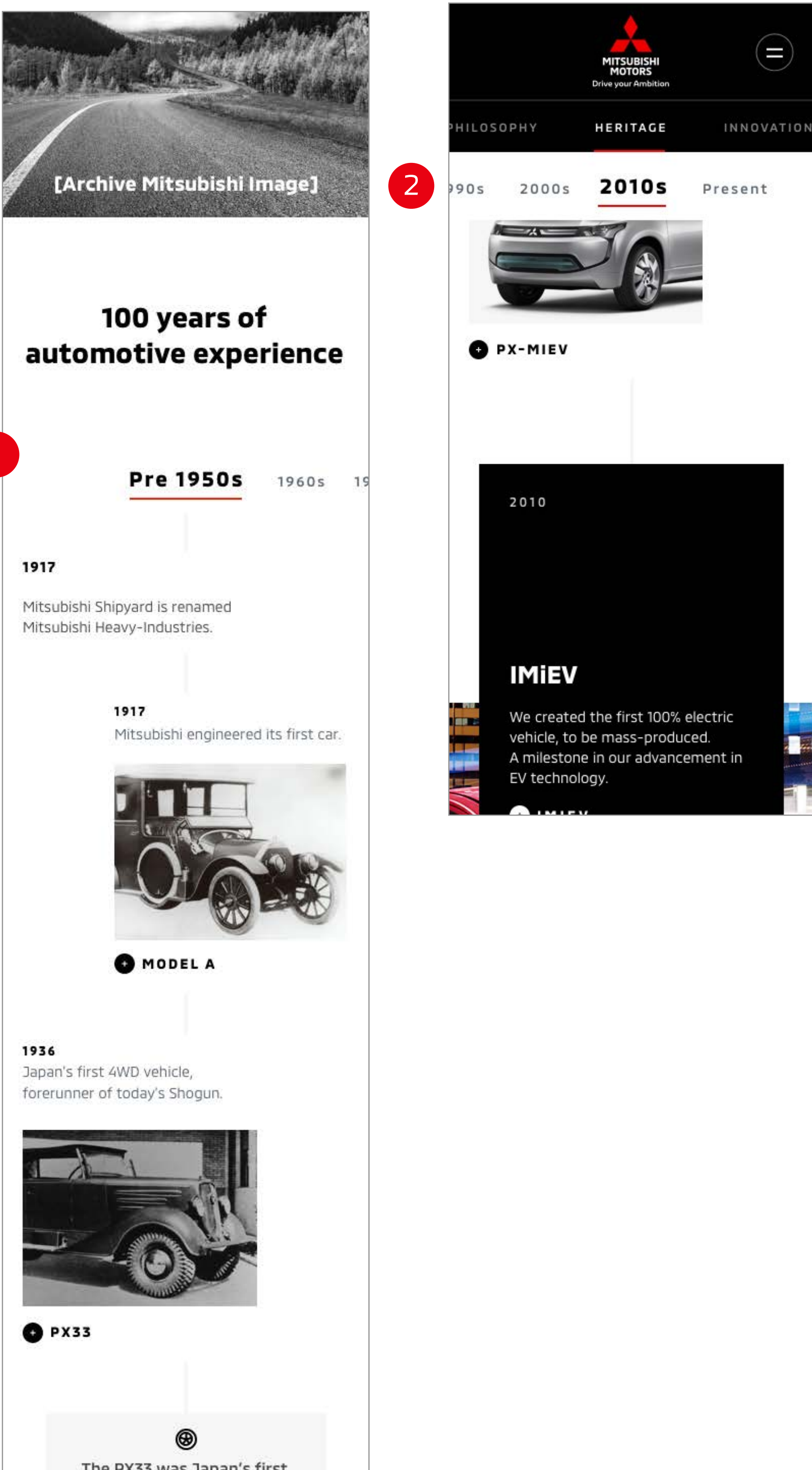
Timeline, 4 different components

5

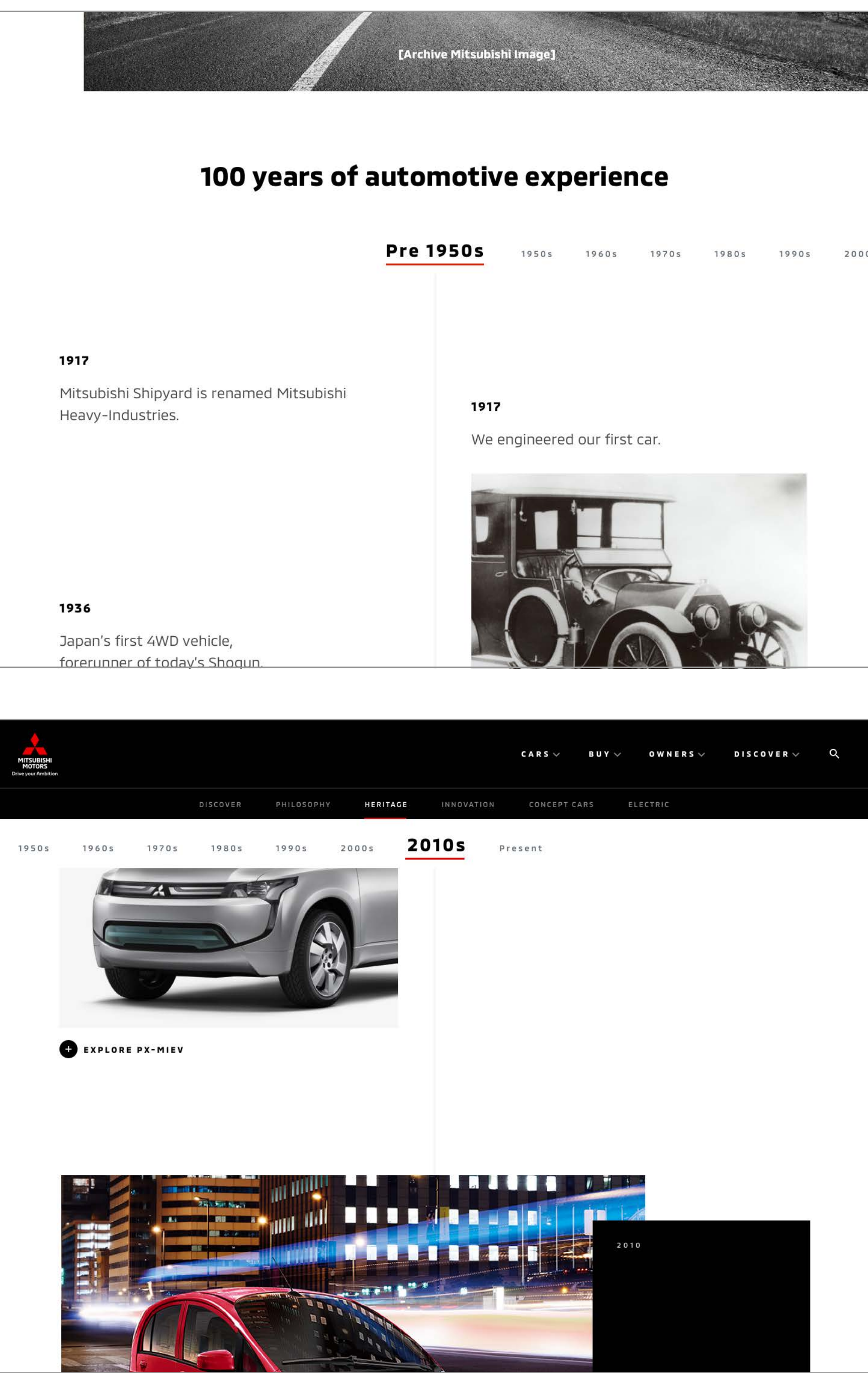
Link out to concept cars

02.1 Timeline Navigation

Mobile



Desktop

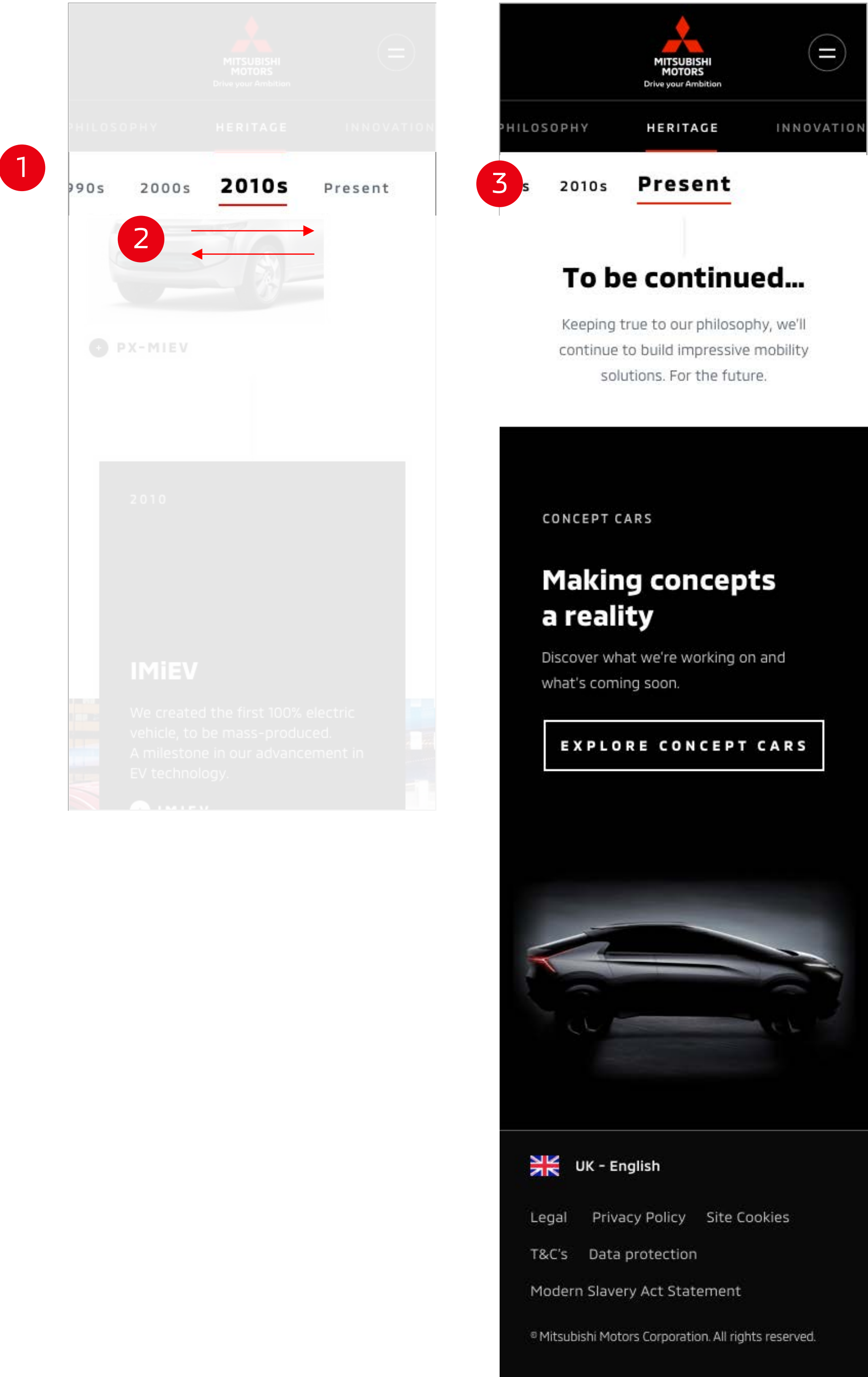


The timeline can be navigated using a separate fixed navigation that will appear when the timeline is scrolled to. The user can navigate between years using anchor links which will skip them to the year of their choice using a linear scroll interaction.

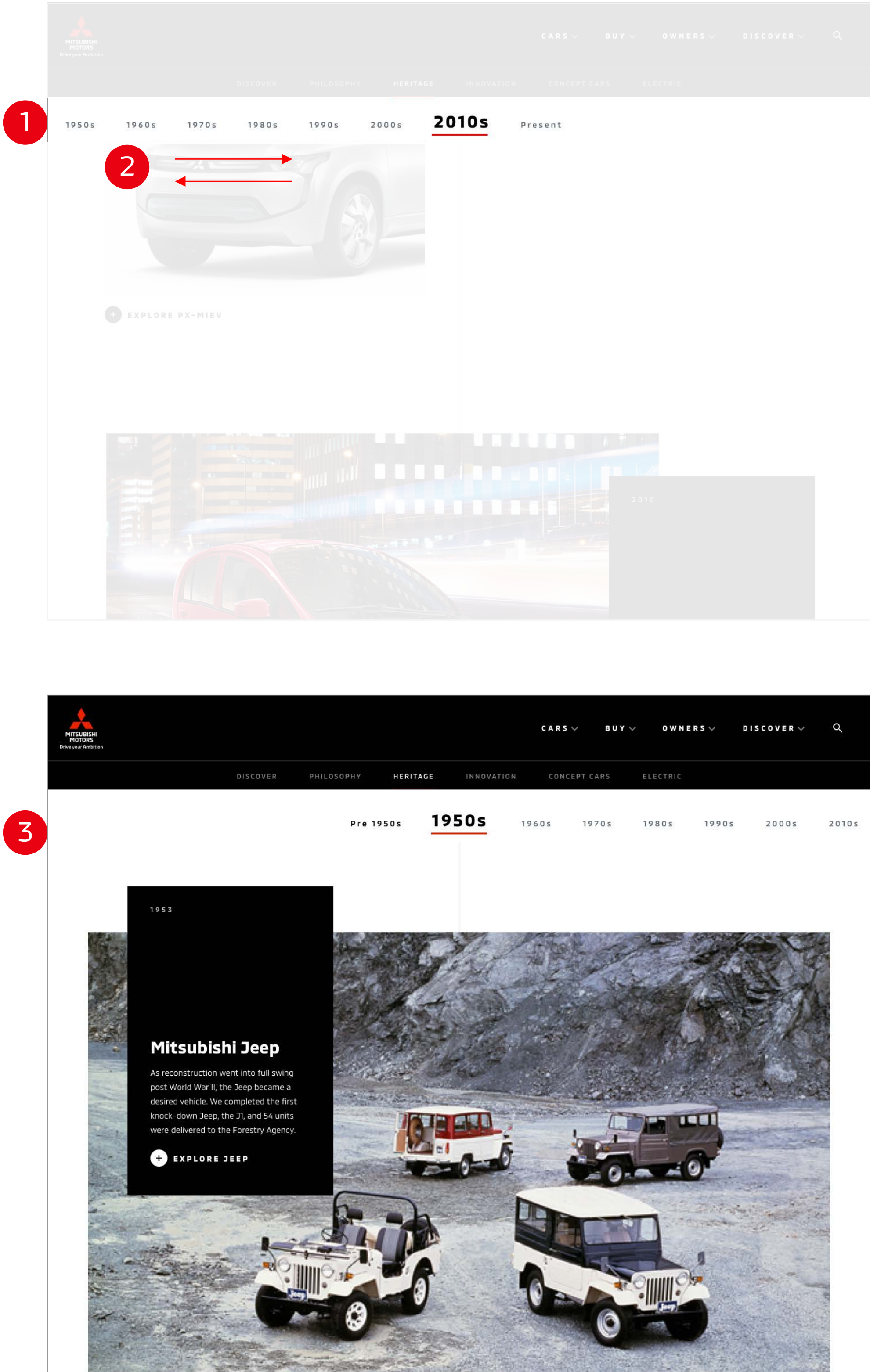
- 1 Nav before the timeline is scrolled to (in page)
- 2 Nav after timeline is scrolled to (fixed)

02.2 Timeline Navigation

Mobile



Desktop



Functionality

- 1 The user can click/tap the years and they will act as anchor links to the individual date sections.
- 2 The user can swipe left or right on the navigation to reveal any years that bleed off the page.
- 3 As the user scrolls down the timeline, the selected year in the navigation will change to correspond to where they are in the page.

See prototype:
<https://hwqp11.axshare.com/phone.html>

03 Timeline

Mobile


Pre 1950s

1917

Mitsubishi Shipyard is renamed Mitsubishi Heavy-Industries.

1917


Mitsubishi engineered its first car.



MODEL A

1936

Japan's first 4WD vehicle, forerunner of today's Shogun.




PX33

The PX33 was Japan's first four-wheel drive vehicle

1946


Our first standard truck went into mass-production.



MIZUSHIMA

1946

This scooter was major contributor to Mitsubishi business.



SILVER PIGEON

The TM3A Mizushima was Mitsubishi's first standard truck and the first to go into mass production for the public in 1947, with 90,000 units.

1953

Mitsubishi Jeep


We completed the first knock-down Jeep, the J1, and 54 units were delivered to the Forestry Agency.

JEEP

The first 4X4 with part-time four-wheel drive.

1959

This popular truck became a best-seller.




LEO

2010s

2010

A concept developed to show the electric route we're heading in.



PX-MIEV

Desktop


Pre 1950s

1917

Mitsubishi Shipyard is renamed Mitsubishi Heavy-Industries.

1917

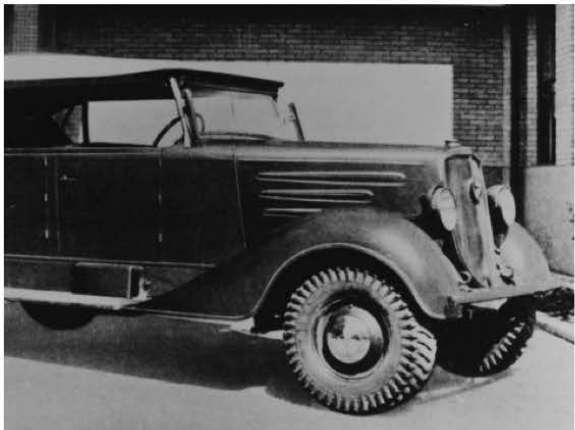
We engineered our first car.



EXPLORE MODEL A

1936

Japan's first 4WD vehicle, forerunner of today's Shogun.



EXPLORE PX33

The TM3A Mizushima was Mitsubishi's first standard truck and the first to go into mass production for the public in 1947, with 90,000 units.

1950s

1953

Mitsubishi Jeep


As reconstruction went into full swing post World War II, the Jeep became a desired vehicle. We completed the first knock-down Jeep, the J1, and 54 units were delivered to the Forestry Agency.

EXPLORE JEEP

2010s

2010

A concept developed to show the electric route we're heading in.



PX-MIEV

Functionality

There is 4 component styles in the timeline. These are used to show the following:


- 1 Text only history copy. Date and body copy
- 2 Car introduction content component. Overview of car with year, name and short description. When the user clickes the CTA, a page overlay will open with more details about the car. (See 04 Vehicle information overlays)
- 3 Call out component. Shows short key points throught Mitsubishis history. Icon will change depending on subject (racing, technology, etc...)
- 4 Large content component (lifestyle). Used to show more key cars in Mitsubishi's history.
- 5 Date labels will separate the different year sections. These will be styled in the same way as the fixed navigation.

04 Vehicle information overlays

Mobile

1

< Heritage Model A



2

1921

3

Model A

The company started production of the Model A in 1917, thus becoming the first series produced passenger cars in Japan. By 1921, a total of 22 cars, including prototypes, had been assembled at the Kobe shipyard of Mitsubishi Shipbuilding Co., Ltd. In designing the Model A, reference was taken from a car made in Europe.

The model was built using sketches of the dismantled base car. The engine was built of cast iron, the chassis of beaten sheet metal and the interior was made by experienced horse coachbuilders using hollowed-out lacquered white cypress. It was fitted with gas headlamps, used an air blown horn and the body shell was formed from lacquered steel panels stuck to a wooden frame. The interior trim used luxury English worsted fabric.

The Model A was displayed at the Fukuoka Expo in 1919 alongside an aircraft engine also manufactured by the Kobe Shipyard. Sales of the Model A were handled by the Ote Company, Mitsubishi's first automobile sales company and a joint venture between Mitsubishi Shipbuilding and Mitsubishi Corporation.

4

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Desktop

1

< Heritage Model A



2

1921

3

Model A

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4

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Functionality

When the user clicks the CTA on the car introduction content component in the timeline. (See **03 Timeline** 1 and 5) a page overlays the page to show more information on the car

- 1 Model Label and back button
- 2 Carousel component. Sideways scrolling.
- 3 Copy (Date, Model, Description)
- 4 Floating Close button. When user clicks, the page overlay closes and they return to the previous page and position.