



Plugged In:

MITSUBISHI OUTLANDER PHEV

New research from askpolly deep dives into the Mitsubishi Outlander PHEV customer experience



January 23, 2038

askpolly

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askpolly™ is an AI-powered, self-serve, full-stack market research platform that delivers immediate results with the lowest margin of error in the industry. Make data-informed decisions based on opinions of real people sampled from statistically validated social media posts. Polly extracts data from multiple platforms including X (formerly Twitter), Reddit, TikTok and more!

AGENCIES USE ASKPOLLY AT EACH STEP OF THE CAMPAIGN PROCESS

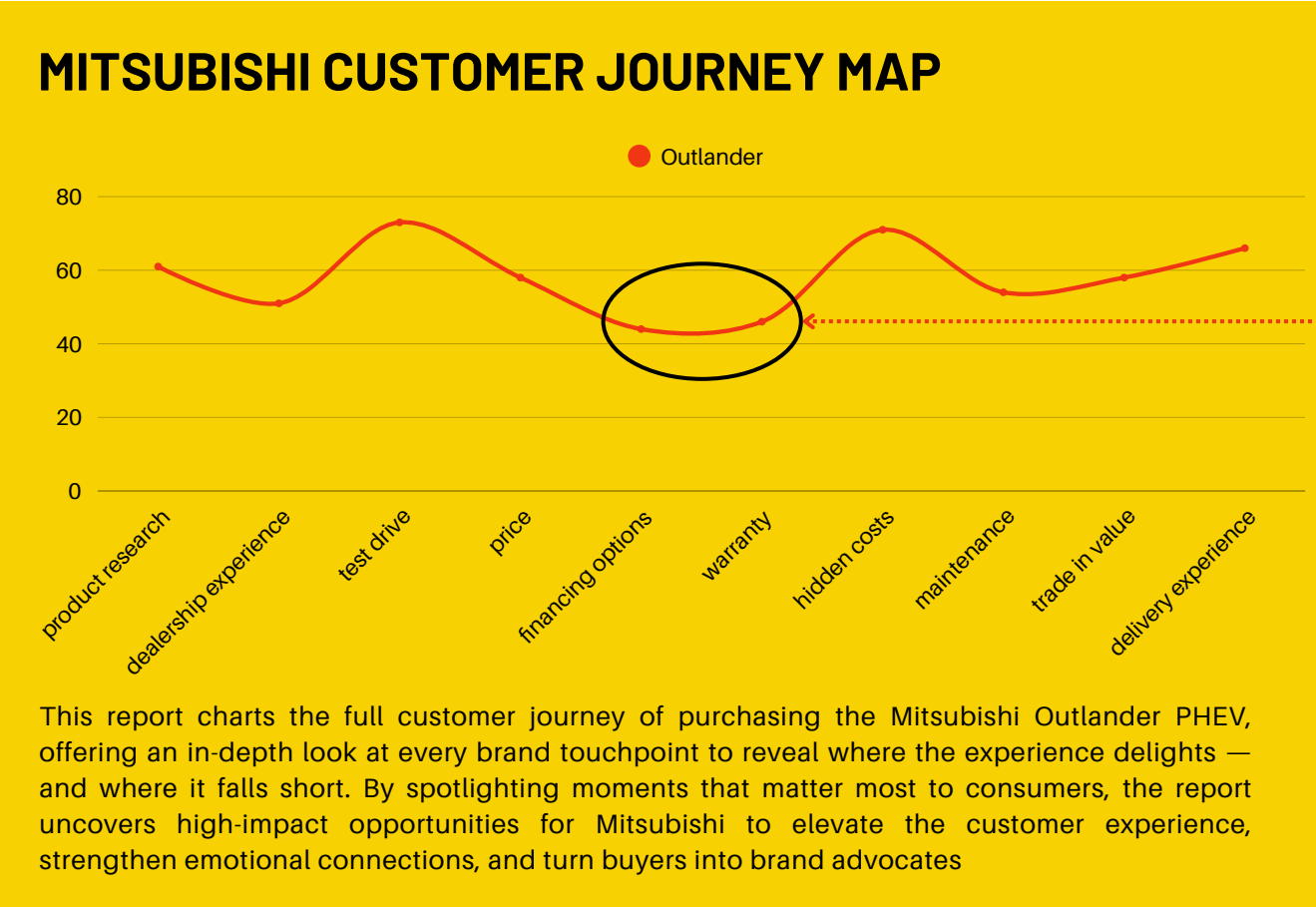
Planning	Forecast the impact of your marketing decisions with message & scenario testing and impact analysis.
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Data Visualization	Get immediate results including full demographic breakdowns from real people and additional leading edge analysis like ranking and attitude.
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Media Mix Modeling	With the lowest margin of error in the industry, askpolly's statistically valid, probabilistic samples control for biases in her results and predictive analytics to improve marketing mix.
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Custom Audience	Get bespoke audience analysis in real time & in any custom time frame. askpolly's samples are always on and always updating you on your target audiences' preferences and behaviors.
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EXECUTIVE SUMMARY



Product Research SCORE 61%



KEY AUDIENCES

1. Hybrid Car Buyers
2. Luxury Car Buyers
3. New Car Buyers
4. Electric Car Buyers
5. Off-Road Car Buyers
6. Used Car Buyers
6. Tech Savvy Car Buyers
8. Eco-Friendly Car Buyers



WEBSITE DIFFICULTIES

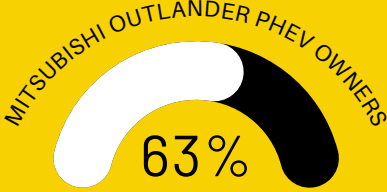
15% Found it difficult to find key car feature information on the Mitsubishi Outlander PHEV website



RESEARCH RESOURCES

US general population favours "Road & Track" as a primary research resource, **Mitsubishi Outlander PHEV buyers prefer "Consumer Reports"**

Price SCORE 58%



FEEL THEY PAID A FAIR PRICE FOR THEIR VEHICLE

Mitsubishi is leaving money on the table. It's up to the marketing and sales to elevate the perceived value as a vehicle worth the premium.

**CUSTOMER EXPERIENCE DIP:
FINANCING OPTIONS AND WARRANTY**

WILLING TO PAY

\$32,500

REPORTED UNIT PRICE

\$26,000

Financing Options

SCORE
44%

CAR BUYERS FEEL THAT DEALERSHIPS PRIORITIZE FINANCING OVER CASH SALES

By leading with the right strategy, they could boost financing consideration—turning more shoppers into buyers with smarter messaging!

MESSAGING THAT WILL LEAD TO
10.9% INCREASE
IN DEALERSHIP FINANCING

- Flexible Loan Options
- GAP Insurance & Add-Ons
- Convenient One Stop Shop
- Easier Approval for Challenging Credit Situations

Warranty

SCORE
46%

WARRANTY ISN'T FAIR: NO COVERAGE ON BRAKE PADS LEADING TO DISSATISFACTION

BRAKE PADS DOMINATE
THE DISSATISFIED
CONVERSATIONS ABOUT
THE MITSUBISHI
OUTLANDER PHEV
WARRANTY

**SOME CONCERNS ABOUT
WARRANTY**

30.4%

PERCENT SATISFACTION

**HIGHLY DISAPPOINTED IN
WARRANTY**

9.6%

PERCENT SATISFACTION

Hidden Fees

SCORE
71%

Hidden fees did not come as a surprise to Mitsubishi Outlander PHEV owners. The biggest opportunities for improvement were in:

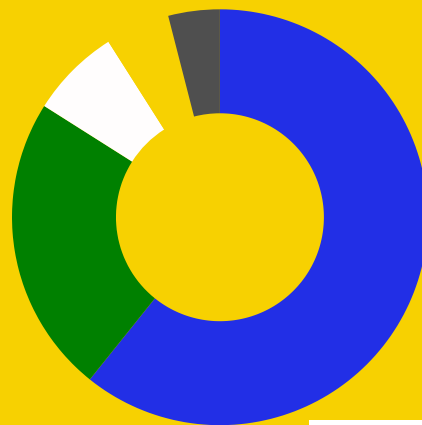
#1 Extended Warranties

#2 Home Charging Installation

#3 Documentation Fees

Delivery Experience

SCORE
66%

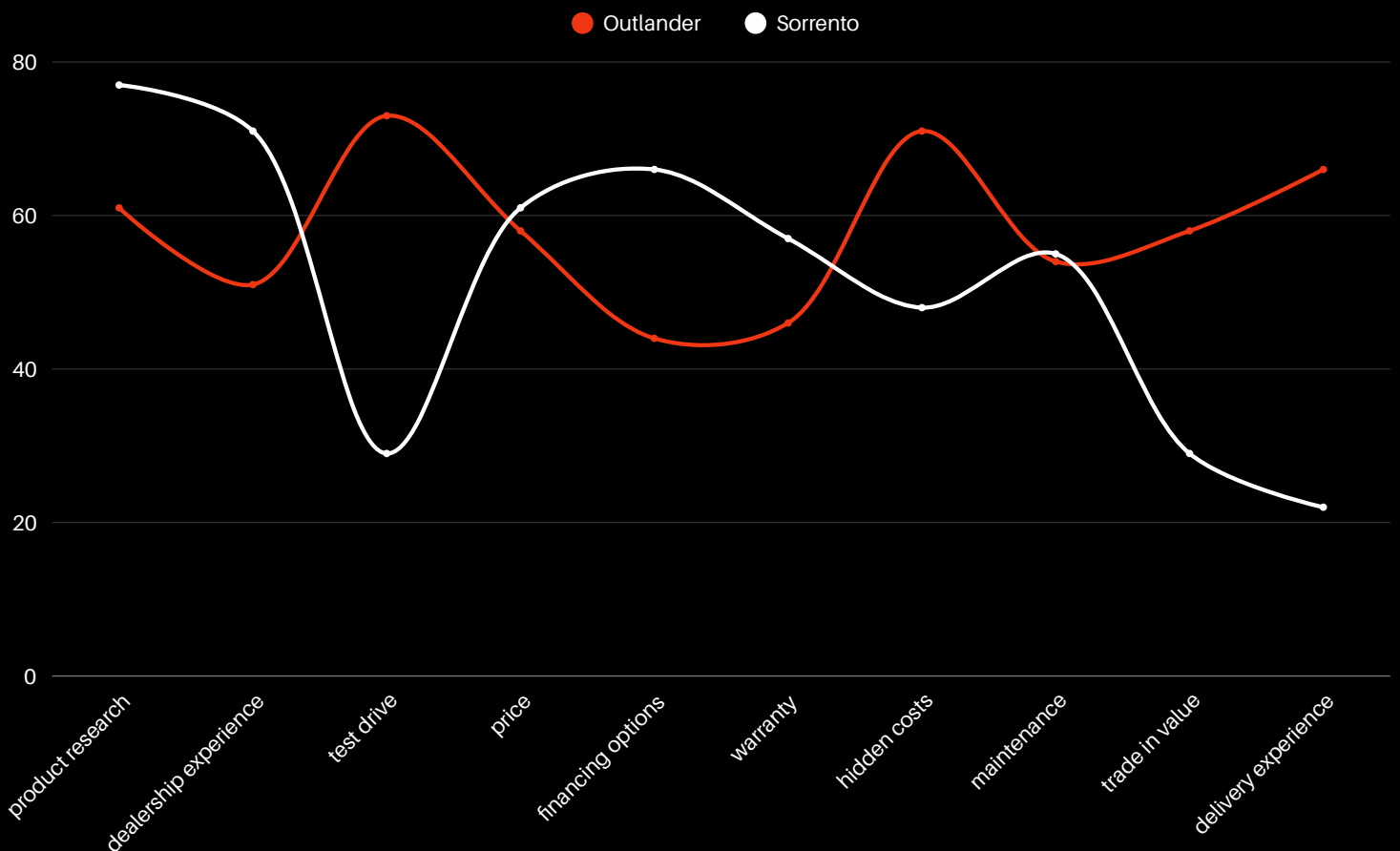


LEGEND

- Excellent Communication **60.8%**
- Excellent Condition **23.2%**
- Great Delivery Personnel **7%**
- Timely **5%**
- Very Easy **4%**

CUSTOMER JOURNEY MAP

MITSUBISHI OFFERS BETTER TEST DRIVE, HIDDEN COSTS AND DELIVERY EXPERIENCES THAN KIA



MITSUBISHI VS KIA COMPETITOR ANALYSIS

- Kia Sorento dominates the early stages of the journey, offering a smoother research process, better dealership interactions, and more appealing financing options.
- Mitsubishi Outlander, on the other hand, shines where it matters most—delivering a superior test drive experience, transparent pricing (no hidden fees), better trade-in value, and a seamless vehicle delivery process.

This contrast highlights a key insight: Mitsubishi Outlander and Kia Sorento take different paths to customer satisfaction. While Kia hooks them in early, Mitsubishi leaves a lasting impression at the final touchpoints.

PRODUCT RESEARCH - KEY INSIGHT

IT'S MORE DIFFICULT TO FIND KEY CAR FEATURE INFO ON MITSUBISHI WEBSITE

*"It was difficult to find key car feature information on the **Mitsubishi Outlander PHEV website**"*

15%

Response Rate: 58,181 | Confidence Interval: 80% | Margin of Error: 5%

DOMINANT CONVERSATION:

“ Finding key information about the Mitsubishi Outlander PHEV on their website is quite challenging. The details regarding pricing, fees, and incentives are not clearly presented, making it difficult for potential buyers to assess the value of the vehicle effectively. This lack of clarity can be frustrating for consumers.

*"It was difficult to find key car feature information on the **Kia Sorento PHEV website**"*

4.5%

Response Rate: 61,570 | Confidence Interval: 80% | Margin of Error: 5%

DOMINANT CONVERSATION:

“ Many users express frustration with the Kia Sorento PHEV website. Issues with service appointments and warranty claims further complicate the ownership experience, leading some to regret their purchase and consider alternatives like Toyota, which they believe offers better reliability and service.

CONVERSATION SUMMARIES

askpolly analyzes conversations by clustering similar discussions and summarizing key themes in her own voice. This method helps researchers, marketers, and decision-makers cut through the noise and focus on what truly matters.

Professional Tone

Online discussions can be highly animated. Polly captures audience sentiment while maintaining a balanced, professional summary, free from unfiltered language.

Streamlined Analysis

Instead of sifting through thousands of repetitive posts, Polly identifies patterns and distills key takeaways, saving time and effort.

Privacy Protection

Using k-anonymity and differential privacy, askpolly delivers meaningful insights while ensuring individual voices remain anonymous and secure.

PRODUCT RESEARCH - MESSAGING RECOMMENDATION

LEAD WITH BATTERY & TOWING CAPACITY MESSAGING FOR LIFT IN PURCHASE CONSIDERATION

24.32%

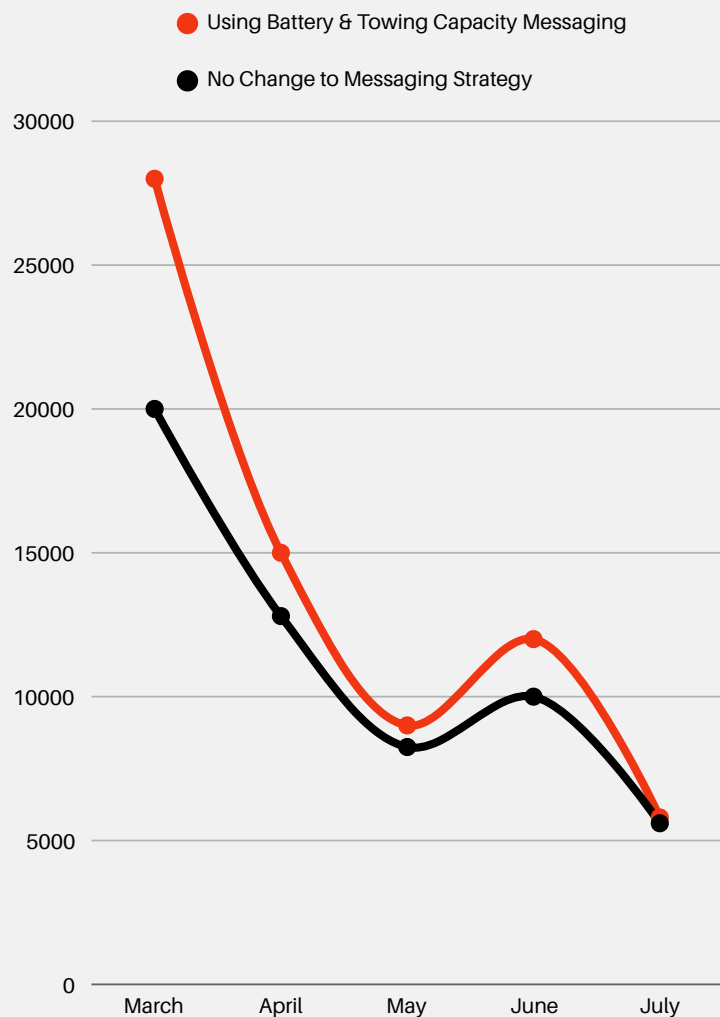
LIFT IN PURCHASE
CONSIDERATION OF
MITSUBISHI OUTLANDER

MESSAGING WITH POSITIVE IMPACT

- Largest Battery Capacity in its Class
- High Towing Capacity for PHEV
- Industry-Leading Super All-Wheel Control
- One Pedal Driving with Regenerative Braking Control

MESSAGING WITH NEGATIVE IMPACT

- DC Fast Charging Capacity
- Competitive Fuel Efficiency
- Twin Motor AWD with Separate Front & Rear Motors
- Drive Modes Tailored for Off Roading
- Spacious 3-Row Seating



With Polly's cutting-edge forecasting capabilities, we can predict which messaging will drive the biggest impact on key marketing metrics like brand awareness, customer consideration, and conversions. By leveraging advanced AI-driven insights, Polly helps brands craft data-backed strategies that maximize engagement and ROI.

PRODUCT RESEARCH - PERSONAS

HYBRID, LUXURY & NEW CAR BUYERS PREFER THE MITUBISHI OUTLANDER PHEV

Polly leveraged her zero-shot AI capabilities — an advanced approach that generates insights without prior training on specific examples — to create entirely custom car buyer personas.

Unlike generic, pre-made personas, each one was uniquely tailored to this report, reflecting the insights and nuances uncovered in the analysis.



Key Personas

MITSUBISHI OUTLANDER PHEV

- | | |
|------------------------|----------------------------|
| 1. Hybrid Car Buyers | 5. Off-Road Car Buyers |
| 2. Luxury Car Buyers | 6. Used Car Buyers |
| 3. New Car Buyers | 6. Tech Savvy Car Buyers |
| 4. Electric Car Buyers | 8. Eco-Friendly Car Buyers |

KIA SORENTO PHEV

- | | |
|------------------------|-------------------------|
| 1. Hybrid Car Buyers | 5. Electric Car Buyers |
| 2. New Car Buyers | 6. Used Car Buyers |
| 3. Luxury Car Buyers | 7. Commuter Car Buyers |
| 4. Off-Road Car Buyers | 8. First Time Car Buyer |

FORD ESCAPE

- | | |
|-----------------------|---------------------------|
| 1. Electric Car Buyer | 5. Eco Friendly Car Buyer |
| 2. New Car Buyers | 6. Off-Road Car Buyers |
| 3. Luxury Car Buyers | |
| 4. Hybrid Car Buyer | |

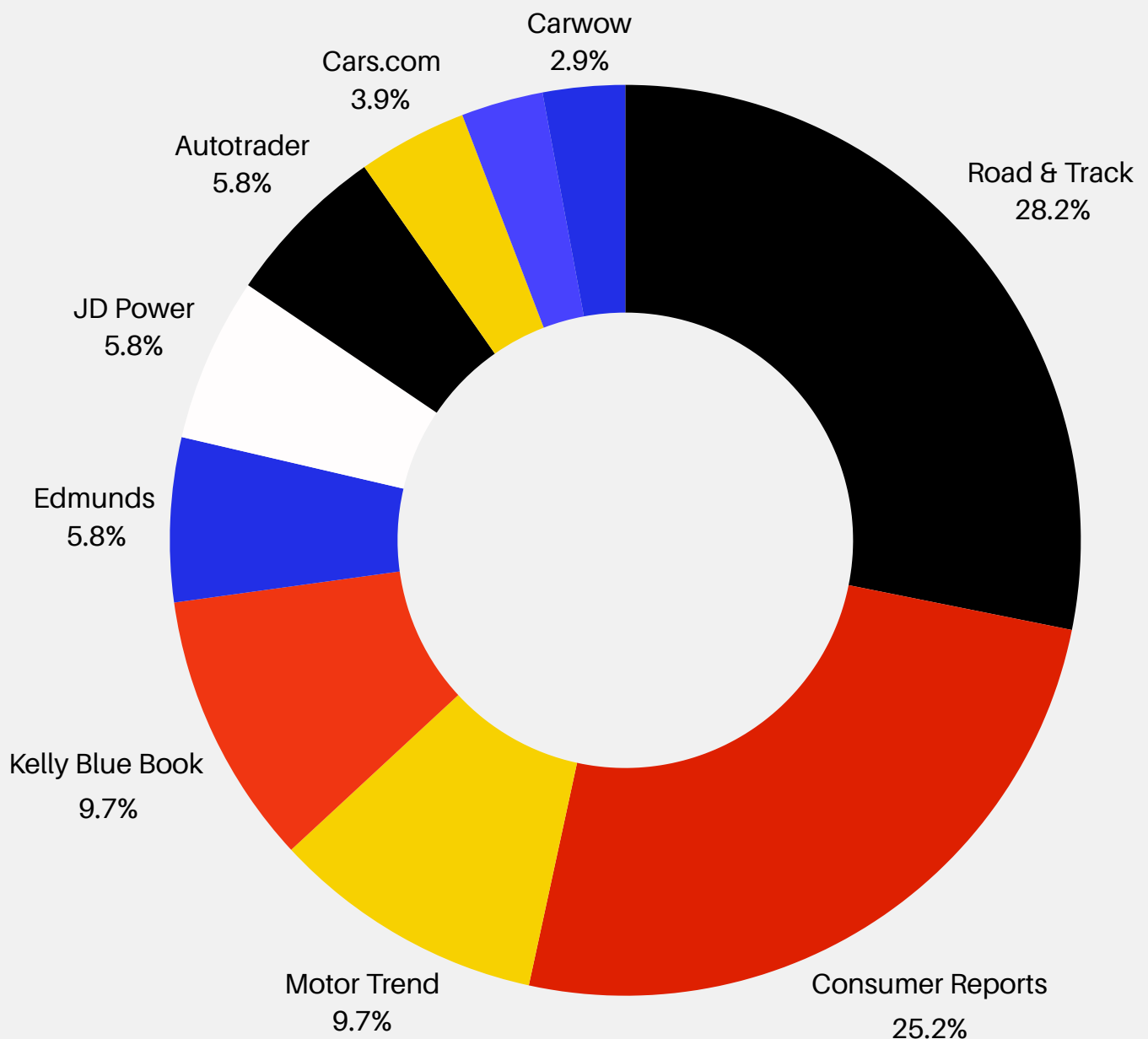
SUBARU FORESTER PHEV

- | | |
|------------------------|-------------------------|
| 1. Hybrid Car Buyer | 5. Used Car Buyers |
| 2. New Car Buyers | 6. First Time Car Buyer |
| 3. Luxury Car Buyers | 7. Family Cat Buyer |
| 4. Off-Road Car Buyers | 8. Electric Car Buyer |

PRODUCT RESEARCH - RESEARCH SOURCES

POLLY ANALYZED THE NATURAL ENGAGEMENT OF OVER 500K AMERICANS ON THE QUESTION:
"WHAT SOURCES DO YOU USE FOR RESEARCH FOR CAR PURCHASES?"

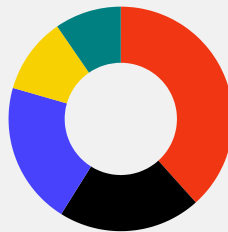
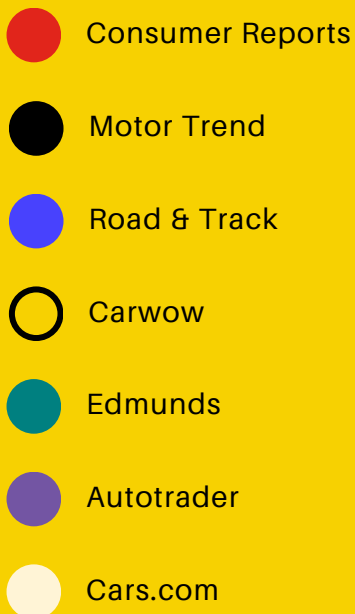
"ROAD AND TRACK" LEADS IN RESEARCH RESOURCES FOR USA GENERAL POPULATION



PRODUCT RESEARCH - RESEARCH SOURCES

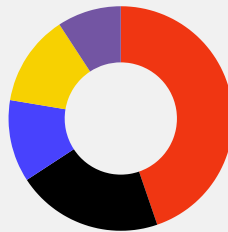
CONSUMER REPORTS LEAD FOR THE OUTLANDER'S KEY AUDIENCES

LEGEND



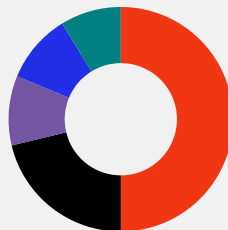
HYBRID CAR BUYERS
164,665 Respondents

1. Consumer Reports	28%
2. Motor Trend	15%
3. Road & Track	15%
4. Carwow	7.9%
5. Edmunds	6.5%



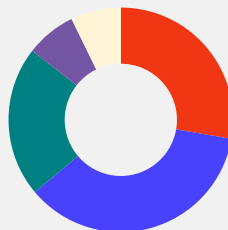
LUXURY CAR BUYERS
120,877 Respondents

1. Consumer Reports	34%
2. Motor Trend	16%
3. Road & Track	15%
4. Carwow	9.8%
5. Autotrader	7.4%



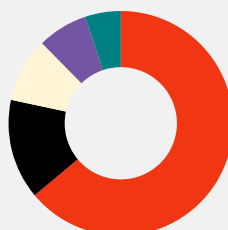
NEW CAR BUYERS
109,247 Respondents

1. Consumer Reports	40%
2. Motor Trend	17%
3. Autotrader	8.4%
4. Road & Track	8.2%
5. Edmunds	7.4%



ELECTRIC CAR BUYERS
52,175 Respondents

1. Consumer Reports	32%
2. Road & Track	30%
3. Edmunds	18%
4. Autotrader	6%
5. Cars.com	5.6%



OFF-ROAD CAR BUYERS
52,175 Respondents

1. Consumer Reports	62%
2. Motor Trend	14%
3. Cars.com	9%
4. Autotrader	7%
5. Edmunds	5%

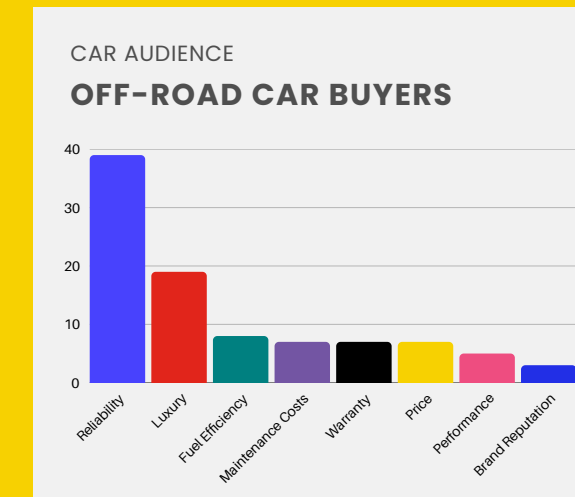
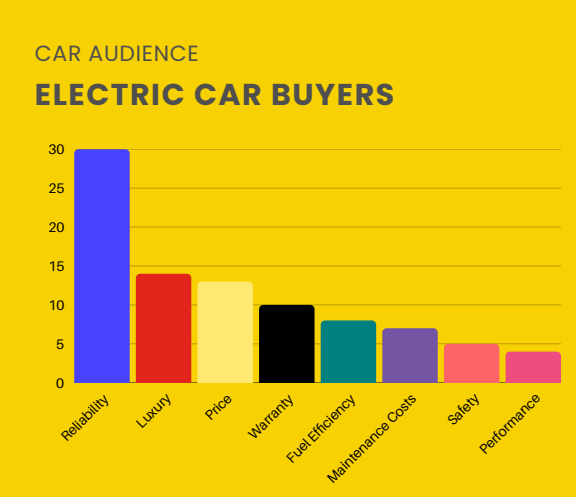
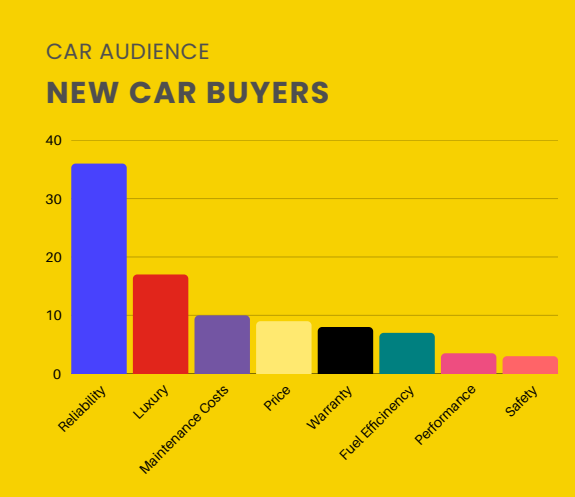
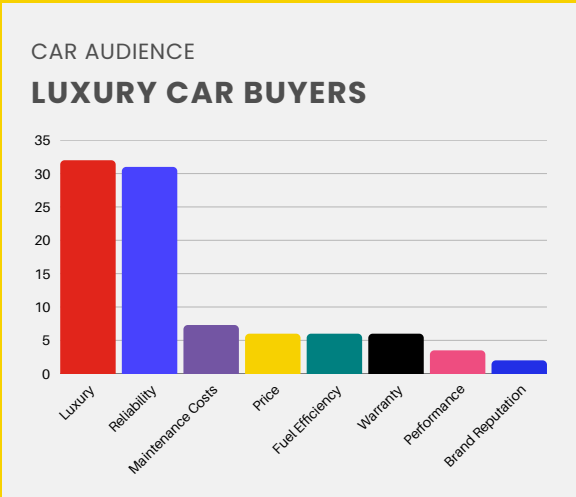
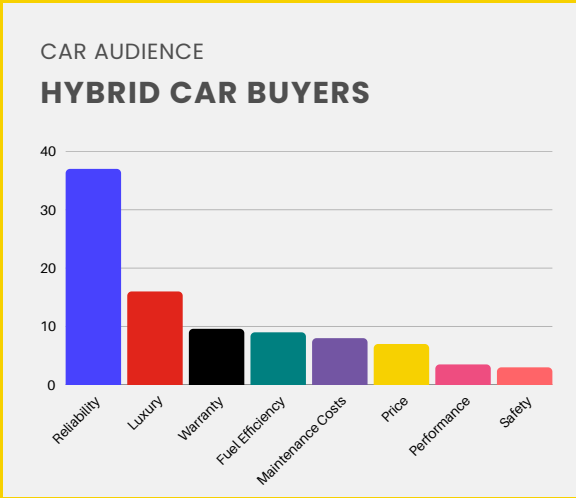
PRODUCT RESEARCH - CAR FEATURES

KEY OUTLANDER PERSONAS LOOK FOR RELIABILITY & LUXURY IN THEIR VEHICLES

askpolly analyzed the answer to:

“WHAT DO YOU LOOK FOR IN A VEHICLE?”

from over 14 million Americans with a Confidence Interval of 95% and a Margin of Error of 1%



PRODUCT RESEARCH - CAR FEATURES

RELIABILITY & LUXURY MEAN LOW MAINTENANCE AND GOOD BRAND REP

Luxury and reliability mean different things to different audiences.
Mitsubishi Outlander PHEV owners perceive these features differently
than the general public in the U.S

RELIABILITY - USA GENERAL POPULATION

01

CONSISTENT
PERFORMANCE

02

LOW
MAINTENANCE

03

DURABILITY &
LONGEVITY

RELIABILITY - MITSUBISHI OUTLANDER PHEV OWNERS

01

LOW
MAINTENANCE

02

DURABILITY &
LONGEVITY

03

CONSISTENT
PERFORMANCE

LUXURY - USA GENERAL POPULATION

01

BRAND
REPUTATION

02

SPEED &
HANDLING

03

COMFORT
FEATURES

LUXURY - MITSUBISHI OUTLANDER PHEV OWNERS

01

BRAND
REPUTATION

02

CUSTOMIZATION
OPTIONS

03

COMFORT
FEATURES

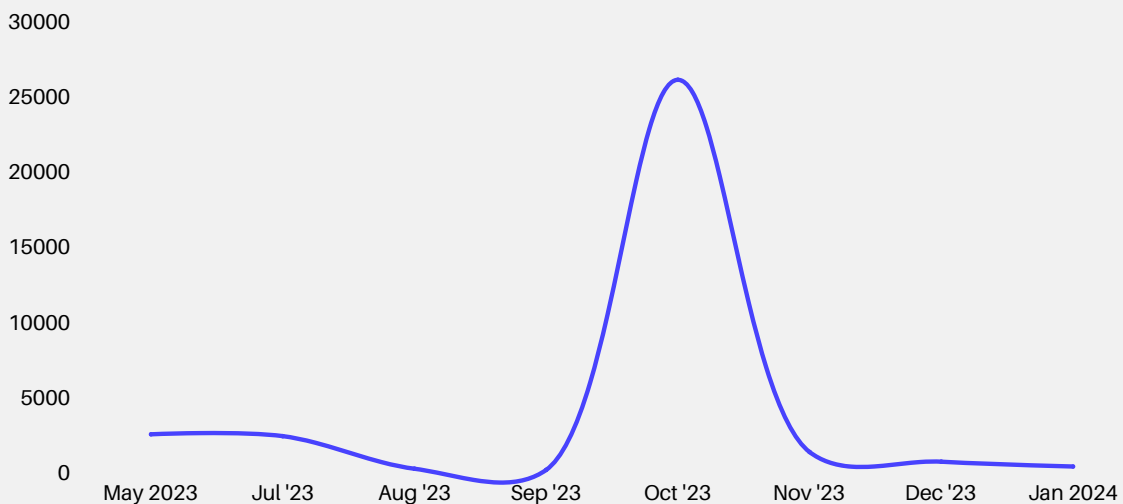


DEALERSHIP EXPERIENCE - KEY INSIGHT

OCTOBER ENGAGEMENT PEAK ALIGNS WITH STRONG SALES REPORTS

When analyzing the dealership experience with Mitsubishi, Polly found a peak in engagement in Oct. 2023, when the brand reported strong sales

“ *Outlander Plug-in Hybrid posts best-ever quarterly sales - YTD 2023 marks the best three consecutive quarters of sales in the history of the nameplate**



Mitsubishi Motors Reports Strong Q3 2023 Sales



NEWS PROVIDED BY
[Mitsubishi Motors North America, Inc.](#) →
Oct 03, 2023, 12:26 ET

SHARE THIS ARTICLE



* Mitsubishi Motors North America, Inc. (2023, October 3). *Mitsubishi Motors reports strong Q3 2023 sales*. PR Newswire. [We may go to great length regarding the company's momentum and the fundamental data obtained to demonstrate our company is in a traction period.](#)



DEALERSHIP EXPERIENCE

MITSUBISHI CUSTOMERS FEEL UNSUPPORTED & DISAPPOINTED BY DEALERSHIP CLOSURES



MITSUBISHI CUSTOMER JOY

1. Pricing
2. Vehicle Selection



MITSUBISHI CUSTOMER ANGER

1. Staff Knowledge
2. Warranty

HOW DID YOU FEEL ABOUT THE MITSUBISHI OUTLANDER PHEV DEALERSHIP EXPERIENCE?

Polly's state of the art emotions classifier uncovered the key theme in the angry conversations from Mitsubishi Outlander PHEV customer was that **many loyal customers express disappointment with Mitsubishi dealerships, feeling unsupported after experiencing closures and poor service.**

STAFF KNOWLEDGE

"It's frustrating when you expect expertise and instead encounter confusion"

WARRANTY

"The Mitsubishi Outlander PHEV's warranty is disappointing, especially for brakes, as pads aren't covered due to wear and tear—frustrating for buyers expecting better."



TEST DRIVE

MITSUBISHI COMES OUT ON TOP, LEADING WITH SMOOTH DRIVING EXPERIENCE & TECH FEATURES

#1

Cargo Space

The Mitsubishi Outlander PHEV is a top choice for those needing ample cargo space—**perfect for large dog crates or an inflatable mattress**. With AWD and leasing savings, it's a practical mid-sized plug-in hybrid SUV.

#2

Driving Experience

Its **smooth handling and responsive performance** make it a joy to drive, while the hybrid technology enhances fuel economy. Overall, it stands out as a reliable and enjoyable vehicle for both city and highway driving.

#3

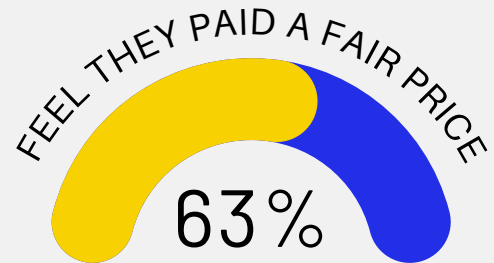
Tech Features

The Outlander PHEV's hybrid tech, **user-friendly interface, and smart safety features enhance driving** while supporting a sustainable lifestyle—ideal for eco-conscious, tech-savvy drivers.

PRICE - SATISFACTION

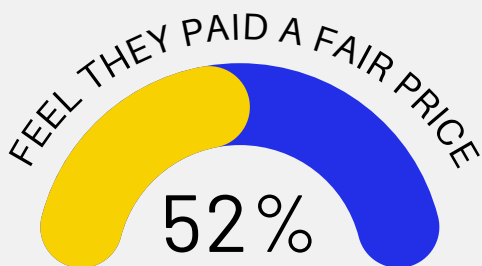
MITSUBISHI OUTLANDER PHEV OWNERS FEEL THEY GOT GOOD VALUE FOR THEIR PURCHASE

OUTLANDER



- 63% of Mitsubishi Owners feel they got a fair price for their car
- Main concern:
 - Leasing complexities
 - Base model lacks features

SORENTO



- 52% of Kia sorento owners feel they got a fair price
- Main concerns:
 - Product Recalls
 - Poor after-purchase customer service



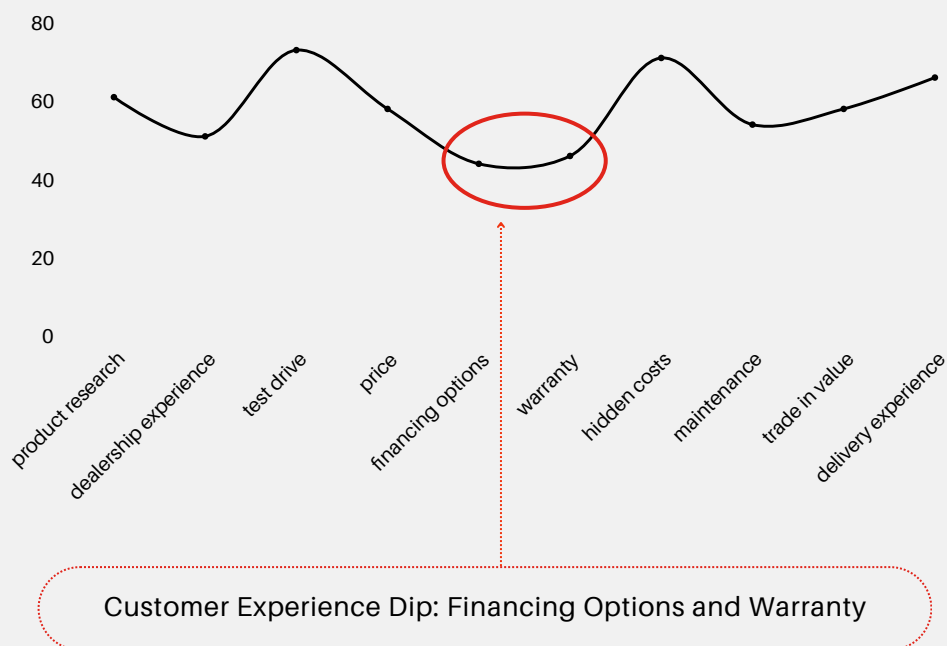
Mitsubishi is leaving money on the table if 63% of customers feel they paid a fair price. Price alone shouldn't be the selling point—it's up to marketing and sales to position the product as worth paying a premium for.

Customers don't just buy based on price—they buy based on perceived value. If a product feels premium, reliable, or innovative, customers are often willing to spend more than they initially intended.

PRICE

DIP IN PAYMENT BRAND TOUCHPOINTS DESPITE HIGH WILLINGNESS TO PAY

Mitsubishi Outlander Customer Journey Map



WILLING TO PAY	REPORTED UNIT PRICE
\$32,500	\$26,000

BY FOCUSING ON VALUE PERCEPTION OVER PRICE SENSITIVITY, MITSUBISHI CAN INCREASE PROFITABILITY, REDUCE DISCOUNT DEPENDENCY, AND STRENGTHEN BRAND LOYALTY.

Create Desire, Not Just Demand

Instead of just meeting expectations, the goal should be to excite customers about the purchase—turning a logical decision into an emotional one.

Leverage Premium Positioning

Use comparisons to luxury brands, highlight exclusive features, and reinforce long-term value

Shift the Narrative

Instead of focusing on affordability, emphasize what makes the Outlander PHEV worth paying more for, like advanced tech & premium driving experience

FINANCING OPTIONS - MESSAGING

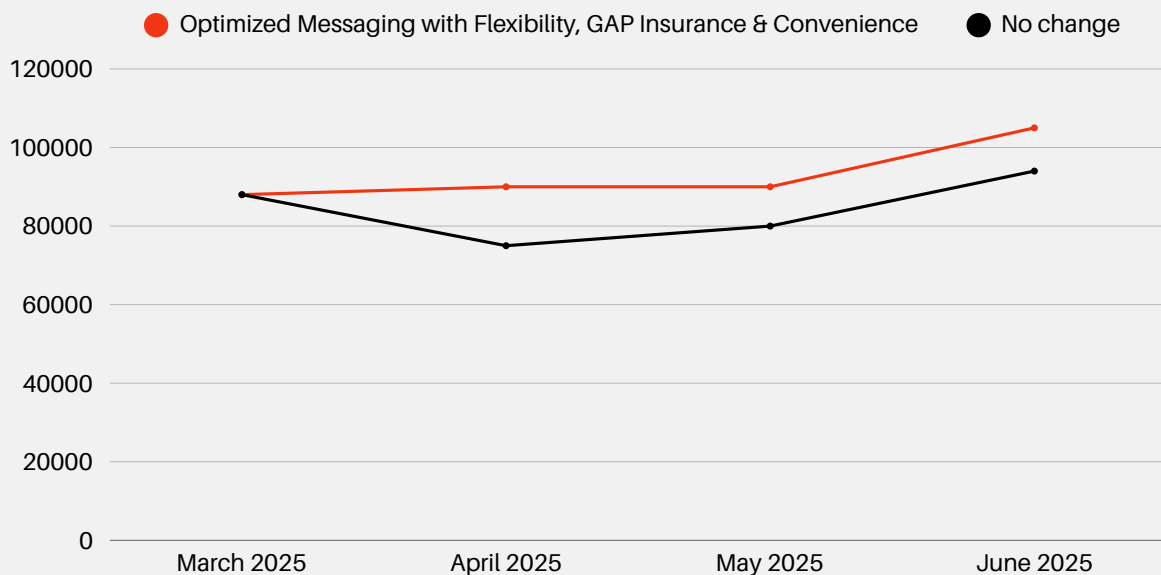
CAR BUYERS FEEL THAT DEALERSHIPS PRIORITIZE FINANCING OVER CASH SALES

MESSAGE TESTING

10.9%

LIFT IN CONSIDERATION OF
FINANCING AT DEALERSHIP

askpolly's message testing reveals a game-changing insight for dealerships: By leading with the right strategy, they could boost financing consideration—turning more shoppers into buyers with smarter messaging!



MESSAGING WITH POSITIVE IMPACT

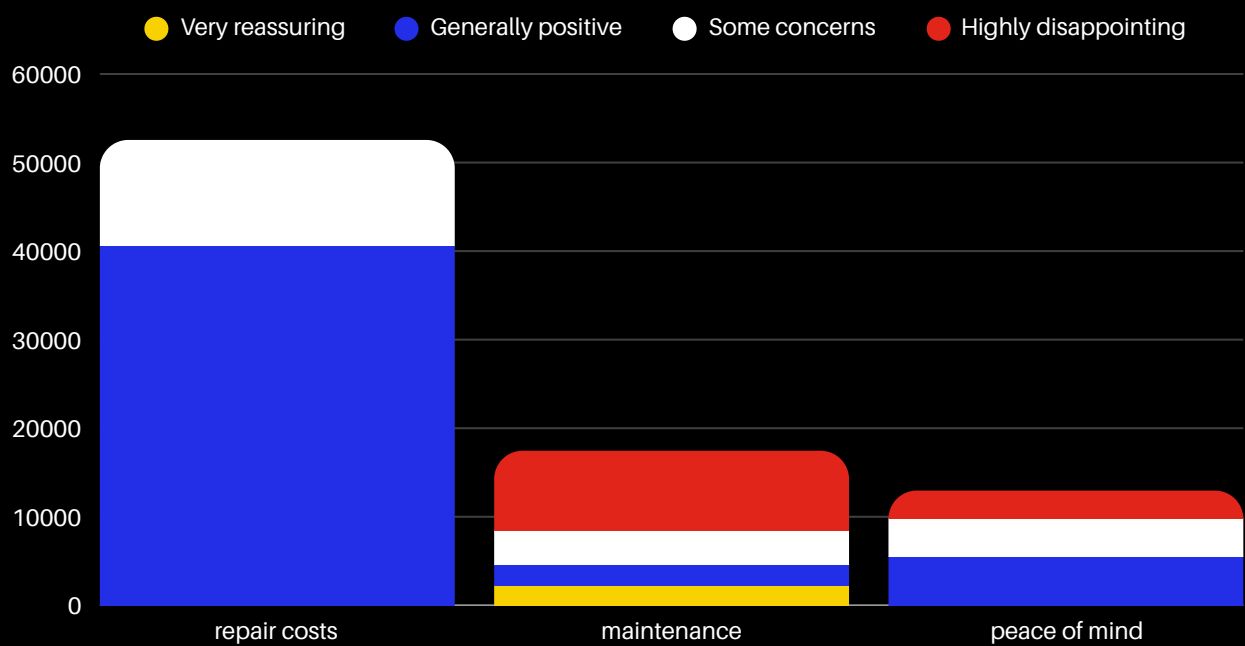
- Flexible Loan Options
- GAP Insurance & Add-Ons
- Convenient One Stop Shop
- Easier Approval for Challenging Credit Situations

MESSAGING WITH NEGATIVE IMPACT

- Trade-In & Financing Bundling
- Access to Special Promotions & Incentives
- Better Lease Deals

WARRANTY

WARRANTY ISN'T FAIR: NO COVERAGE ON BRAKE PADS LEADING TO DISSATISFACTION



MITSUBISHI WARRANTY CONCERNS

GENERALLY POSITIVE

55.2%

PERCENT SATISFACTION

VERY REASSURED

4.9%

PERCENT SATISFACTION

SOME CONCERNS

30.4%

PERCENT SATISFACTION

HIGHLY DISAPPOINTING

9.6%

PERCENT SATISFACTION

BRAKE PADS
DOMINATE THE
HIGHLY
DISAPPOINTING
&
SOME CONCERNS
CONVERSATION

HIDDEN FEES

MOST OUTLANDER HIDDEN FEES DID NOT COME AS A SURPRISE TO OWNERS

HIDDEN FEES EXPERIENCE RATING

★★★★★★☆☆☆☆ 7/10

Hidden fees were a major concern in the Mitsubishi Outlander PHEV customer journey. The biggest opportunities for improvement lie in extended warranties, home charger installation, and documentation fees. By enhancing price transparency in these areas, Mitsubishi could significantly boost customer satisfaction.

Extended Warranty

17.8%

of owners were surprised

Home Charger Installation

14.7%

of owners were surprised

Documentation Fees

6.9%

of owners were surprised



TRADE IN

78% OF OUTLANDER PHEV OWNERS GOT A GOOD TRADE IN VALUE FOR THEIR CAR



REASONS FOR TRADE IN

51%

NEWER MODEL

My Outlander Sport served me well for 150,000 miles with minimal maintenance, and despite a recent accident, I sold it for a decent price. Overall, they offer good value for money compared to competitors.

20%

MAINTENANCE COSTS

The maintenance costs of the Mitsubishi Outlander PHEV, particularly regarding brake pads, are a concern. Since brake pads are considered wear and tear items, they are not covered under warranty, which can lead to unexpected expenses. This factor significantly influences the decision to keep the vehicle instead of trading it in.

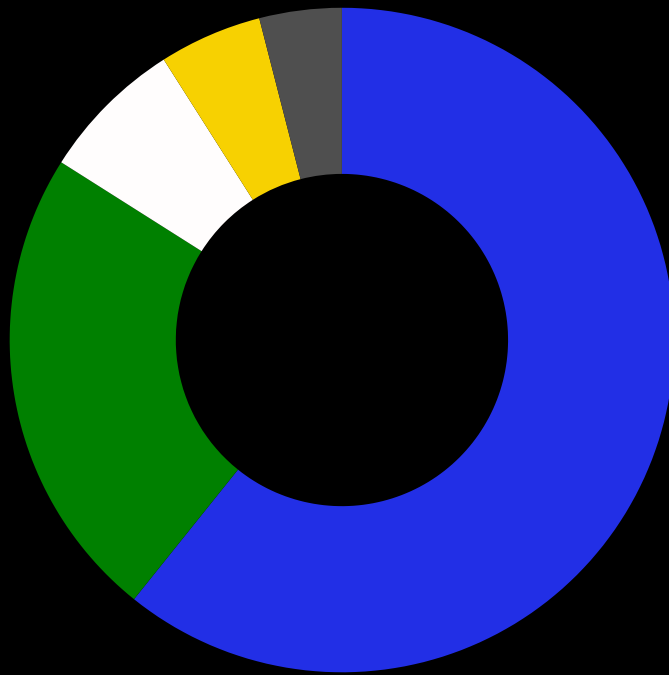
13%

PERFORMANCE

Mitsubishi is seen as a budget brand with mediocre quality, despite offering good warranties. While the Outlander Sport provided decent value and reliability, the overall performance and quality issues led to dissatisfaction, prompting a trade-in. The experience highlights the brand's limitations in comparison to competitors.

DELIVERY EXPERIENCE

COMMUNICATION STOOD OUT IN THE OUTLANDER PHEV DELIVERY EXPERIENCE



LEGEND

- Excellent Communication 60.8%
- Excellent Condition 23.2%
- Great Delivery Personnel 7%
- Timely 5%
- Very Easy 4%

Although ease and timeliness ranked lowest, Polly identified the biggest opportunity for improvement is the vehicle's condition upon arrival - a key factor in enhancing customer satisfaction.

VEHICLE CONDITION COMPLAINTS

TIRE
CONDITION

#1

BATTERY
PERFORMANCE

#2

INTERIOR
DAMAGE

#3

