



Mitsubishi Motors Captures The All-New Eclipse Cross In The Shadow Of The Total Solar Eclipse

Company live streams the celestial spectacle and captures both eclipses in the same shot.

CYPRESS, Calif. – Earlier today North America was treated to an unforgettable total solar eclipse that traveled across the entire contiguous United States for the first time in 99 years. [Mitsubishi Motors](#) ensured all Americans had the opportunity to view the eclipse in the "Path of Totality" and live streamed the phenomenon as it first entered the United States.

As a part of Mitsubishi's marketing launch efforts surrounding the all-new 2018 Eclipse Cross CUV, the company brought social influencers from 10 different countries to just outside of Salem, Oregon to share the unique experience with their followers.

Viewers of the live stream were also given a first-look at the production shoot of the Eclipse Cross as Mitsubishi captured both eclipses in the same shot. Assets from the shoot will be used for global marketing purposes, and will be displayed at the Los Angeles Auto Show when the Eclipse Cross makes its North American debut.

"It was an unprecedented marketing opportunity that we just couldn't let pass us by," said Francine Harsini, senior director, marketing, MMNA. "It's a big year for us at Mitsubishi Motors, and to kick off the campaign for the all-new Eclipse Cross CUV by successfully capturing content beneath a total eclipse of the sun was monumental."

Additionally, the Eclipse Cross made its television debut in New York City's Time Square as a part of this morning's episode of "Good Morning America." Mitsubishi Motors was the exclusive sponsor of ABC News' 'The Great American Eclipse' live coverage event of the total solar eclipse. Live footage at the point of totality and five co-branded promos aired during the broadcast.

The Mitsubishi Eclipse Cross CUV will go on sale in North America in early 2018. Additional images can be seen via the official hashtag #totaleclipsecross on your social channels.

For more information on the all-new 2018 Eclipse Cross visit: <https://www.mitsubishicars.com/eclipse-cross/upcoming>.

About Mitsubishi Motors North America, Inc.

Mitsubishi Motors North America, Inc., (MMNA) is responsible for all research and development, marketing, and sales for Mitsubishi Motors in the United States. MMNA sells sedans and crossovers/SUVs through a network of approximately 360 dealers. MMNA is leading the way in the development of highly efficient, affordably priced new gasoline-powered automobiles while using its industry-leading knowledge in battery electric vehicles to develop future EV and PHEV models. 2017 marks the 100th year of Mitsubishi producing cars.

For more information, contact the Mitsubishi Motors News Bureau at (888) 560-6672 or visit media.mitsubishicars.com.
