



March 5, 2019

To: All Mitsubishi Dealer Principals, General Managers, Parts Managers, & Service Managers

Subject: **Takata Airbag Recall - Update**

As part of our continuing efforts to minimize the number of vehicles with an open Takata airbag inflator recall, we have put together a "tax mailer" featuring special offers for Lancer and Raider customers.

The **week of March 11**, MMNA will be sending approximately 54,000 tax mailers to affected owners of the following vehicles: Lancer (2004-2007), Raider (2006-2009), Lancer Evolution (2004-2006), and i-MiEV urging them to have this important recall completed at an Authorized Mitsubishi Dealership as quickly as possible.

Included in this tax mailer, Raider owners will receive an offer for a **free oil change** and the Lancer mailer will include an offer for a **free front wiper blade replacement** upon completion of the recall. Customers will have until the end of May to take advantage of these offers.

Dealers will be reimbursed for the following:

Vehicle	Model Year(s)	Reimbursement \$	Labor Op
Raider	2006-2009	████████	████████
Lancer	2004-2007	████████	████████*
Lancer EVO	2004-2006	████████	████████

NOTE: \*The following wiper blade part #'s should be used with the Lancer offer: ██████████ (driver side) and ██████████ (passenger side). Although i-MiEV owners will be receiving a tax mailer, it will not include these special offers.

These offers are only applicable if the Takata recall is completed – promo claims submitted without a corresponding recall claim will not be paid.

MMNA has ample inventory of Takata recall parts – to minimize any customer inconvenience, be sure your dealership has an adequate supply of recall parts on hand.

Thank you in advance for your immediate attention. Should you have any questions, please do not hesitate to contact your District Parts and Service Manager.

Sincerely,

MMNA Aftersales

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## SAMPLE RAIDER MAILER





It is Tax Season – every penny counts. Here's a **FREE** oil change from Mitsubishi redeemable with completion of your urgently needed **FREE** recall repair.

Your **YEAR RAIDER** is part of the urgent airbag safety recall:

# INDUSTRY WIDE URGENT AIRBAG SAFETY RECALL

URGENTE RETIRO DE SEGURIDAD DE LA BOLSA DE AIRE EN TODA LA INDUSTRIA

USA STATISTICS ACROSS ALL BRANDS \*:

**15 DEATHS**

**MORE THAN 250 ALLEGED INJURIES**

**34 AUTOMOTIVE BRANDS**

To schedule your **FREE** recall repair, call us at **1-877-576-9385**.  
Para hacer una cita para una reparación **GRATIS**, llámenos al **1-877-576-9385**.

We understand it can be difficult to find time during the day to transport your vehicle to and from the dealership. Call us at 1-877-576-9385 to discuss ways Mitsubishi can help reduce that inconvenience.

If the **driver and passenger airbags are not repaired, the airbags can explode and shoot sharp metal fragments inside your vehicle, killing or injuring you and your loved ones.** You and your passengers are at risk of **death or serious injury** in your **YEAR Raider**, VIN: XXXXXXXX.

**FREE OIL CHANGE**  
with urgent safety recall

**CAMBIO DE ACEITE GRATIS** con urgente retiro de seguridad de la bolsa de aire




To	<b>Customer's Name</b>	Claim Code	<input type="text"/>
From	Mitsubishi Motors North America	Expires	May 31, 2019

**MITSUBISHI MOTORS NORTH AMERICA**  
Redeem at a Mitsubishi dealership upon completion of Airbag Recall Repair

Mitsubishi only. Offers cannot be combined. Must present coupon at time order is written. Plus tax and shop supplies. Offer is non-negotiable, non-assignable, and has no cash value. One offer per VIN number. Excludes. Valid at participating Mitsubishi dealers. VIN: XXXXXXXX Expires 5/31/2019 Offer code: XXXXXXXX ©2019 Mitsubishi Motors North America, Inc.

\* NHTSA Takata Recall Spotlight, United States Department of Transportation, [www.nhtsa.gov/equipment/takata-recall-spotlight](http://www.nhtsa.gov/equipment/takata-recall-spotlight)

## SAMPLE LANCER MAILER

It is Tax Season – every penny counts. Here's a **FREE** front wiper blade replacement from Mitsubishi redeemable with completion of your urgently needed **FREE** recall repair.

Your **YEAR LANCER** is part of the urgent airbag safety recall:

# INDUSTRY WIDE URGENT AIRBAG SAFETY RECALL

URGENTE RETIRO DE SEGURIDAD DE LA BOLSA DE AIRE EN TODA LA INDUSTRIA

USA STATISTICS ACROSS ALL BRANDS \*:

**15 DEATHS**

**MORE THAN 250 ALLEGED INJURIES**

**34 AUTOMOTIVE BRANDS**

To schedule your **FREE** recall repair, call us at **1-877-576-9385**.  
Para hacer una cita para una reparación **GRATIS**, llámenos al **1-877-576-9385**.

We understand it can be difficult to find time during the day to transport your vehicle to and from the dealership. Call us at 1-877-576-9385 to discuss ways Mitsubishi can help reduce that inconvenience.

If the passenger airbag is not repaired, the airbag can explode and shoot sharp metal fragments inside your vehicle, **killing or injuring you and your loved ones.** You and your passengers are at risk of **death or serious injury** in your **YEAR Lancer**, VIN: XXXXXXXX.

**FREE FRONT WIPER BLADE REPLACEMENT**  
with urgent safety recall

**REEMPLAZO DE LIMPAPARABRISAS FRONTAL GRATIS** con urgente retiro de seguridad de la bolsa de aire

To	<b>Customer's Name</b>	Claim Code	<input type="text"/>
From	Mitsubishi Motors North America	Expires	May 31, 2019

**MITSUBISHI MOTORS NORTH AMERICA**  
Redeem at a Mitsubishi dealership upon completion of Airbag Recall Repair

Mitsubishi only. Offers cannot be combined. Must present coupon at time order is written. Plus tax and shop supplies. Offer is non-negotiable, non-assignable, and has no cash value. One offer per VIN number. Excludes. Valid at participating Mitsubishi dealers. VIN: XXXXXXXX Expires 5/31/2019 Offer code: XXXXXXXX ©2019 Mitsubishi Motors North America, Inc.

\* NHTSA Takata Recall Spotlight, United States Department of Transportation, [www.nhtsa.gov/equipment/takata-recall-spotlight](http://www.nhtsa.gov/equipment/takata-recall-spotlight)