



Mitsubishi Motors North America, Inc.

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

Subject: Recall Re-Notification Campaign
2006 – 09MY Eclipse & Spyder ABS HCU Recall
2000 – 05MY Eclipse & Spyder Passenger Sun Visor Tether Recall

Date: June 28, 2017

In our ongoing commitment to improve recall completions, MMNA previously conducted several Safety Recall Re-notification Campaigns targeting various outstanding recalls. As customer safety is a top priority for Mitsubishi, we will continue these important recall re-notification campaigns. MMNA will launch its next campaign starting July 3, 2017 specifically focusing on the recalls listed below:

CAMPAIGN #	TSB #	DESCRIPTION
C1504M	SR-15-004REV	ABS HCU Flushing & Label
C1505E	SR-15-005	Passenger Sun Visor Tether Install

In this re-notification campaign, customers are being notified by email, direct mail, SMS text, phone calls using an auto dialer system, and Facebook posts. Affected customers are urged to contact their authorized Mitsubishi dealership to have these important safety recalls completed as soon as possible.

For **TSB# SR-15-004REV**, this campaign requires two part numbers – **Label Kit 4625A532 or 533** (depending on MY) and **DOT 4 Brake Fluid MZ341022EX**. Also, in some cases the vehicle may require part number **4670A746 ABS HCU** to be replaced. MMNA has force shipped a small quantity of the needed parts to each dealer. MMNA considered the dealer's current parts inventory and the number of undone vehicles in operation within the dealer's PMA to determine the quantity of parts to ship to each dealer. It's very important to have a sufficient parts supply on hand to avoid any customer dissatisfaction and meet customer expectations. The current undone vehicle population is 52,390.

For **TSB# SR-15-005**, this campaign also requires two part numbers – **Tether Kit 7620B337 or 390** (depending on MY) and a **Screw Kit MF200316**. Same as above, MMNA has forced shipped a small quantity of the needed parts to complete this safety recall. The current undone vehicle population is 293,320.

Please refer to the Technical Service Bulletins (TSB's) listed above for proper repair procedures. These specific TSB's can be found on the Mitsubishi Dealer Link under Service > Warranty Central > 10. Recall/Service Campaign Archives.

Featured in the customer e-mail is an offer for a complimentary Computerized Vehicle Inspection Report & 27-Point Inspection. Please provide this service to all customer vehicles coming in for these recalls. You have a great opportunity to re-establish an old relationship or connect with a new customer. While their vehicle is at your dealership be sure to review the Warranty SuperScreen to verify that all outstanding recall work has been completed.

Should you have any questions, please do not hesitate to contact your District Parts and Service Manager.


Good Selling!
MMNA Fixed Operations


Customer Communication Media Schedule:

- Mon., 07/03/17 Email #1
- Wed., 07/05-07/07 Facebook Post
- Wed., 07/12-07/13 Voice of Authority / SMS
- Thurs., 07/20/17 Email #2
- Mon., 08/07/17 Email #3
- Mon., 08/07/17 Direct Mail Postcard

Email Campaign Sample:

IMPORTANT SAFETY RECALL INFORMATION





Dear Mitsubishi Owner,


You are receiving this email because our records indicate that your **%%NCS_VehicleYear%%** **%%CS_VehicleModel%%** with VIN **%%NCS_VehicleVIN%%** has an open recall. Your safety is our top priority, please have this recall performed at no charge to you.

The following recall(s) are currently open on your Mitsubishi vehicle:

- %%RecallCode1%%** **%%RecallDescription1%%**
- %%RecallCode2%%** **%%RecallDescription2%%**
- %%RecallCode3%%** **%%RecallDescription3%%**
- %%RecallCode4%%** **%%RecallDescription4%%**
- %%RecallCode5%%** **%%RecallDescription5%%**

To schedule a service appointment to have this recall performed at no charge, please contact your **local dealer**.

Thank you for your attention to this matter,
Mitsubishi Motors North America


FIND A DEALER NOW


With your completed Recall Service at **NO CHARGE**, receive a **FREE 27-Point Inspection**.

COMPLIMENTARY COMPUTERIZED VEHICLE INSPECTION REPORT & 27 POINT INSPECTION

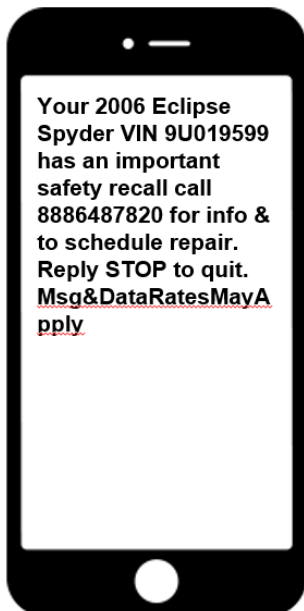
NO CHARGE
 A \$49.95 VALUE

- 27-Point Inspection
- Battery test
- Flaminging summary summary
- Open recall notification
- Diagnostic scan




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SMS Text Campaign




Facebook Campaign Creative:



Mitsubishi USA
June 22 at 10:55am · 🌐

ATTENTION: Certain 2000-2009 Eclipse and Eclipse Spyder vehicles are involved in a nationwide safety recall. To see if your vehicle is affected, go to mitsucars.co/bGL9S and enter your VIN. Contact a local Authorized Mitsubishi Motors dealer for more information and to schedule any recall repairs at **NO COST**.



SAFETY FIRST

CALL 888-648-7820 FOR INFO.

Make safety your top priority
 Click for the closest dealer.

MITSUBISHICARS.COM
Learn More

Direct Mail Postcard Creative:

IMPORTANT SAFETY RECALL ON

YOUR **%%VEHICLEYEAR%%** **%%VEHICLEMODEL%%**



CALL YOUR LOCAL MITSUBISHI DEALER TODAY FOR NO COST REPAIR.




IMPORTANT SAFETY RECALL INFORMATION

Dear Mitsubishi Owner,

Your safety continues to be a top priority for us. We are reaching out to notify you that our records are showing that your [MMYY] [vehicle name] with VIN [XXXXXXXXXXXXXXXXXX] has the following important safety recall(s) needing to be repaired.

Recall Code: Recall Description
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Call Mitsubishi Motors customer relations department at 888-648-7820 for more information on your vehicle and to find a dealer closest to you.

Or go online to mitsubishicars.com/dealers for a list of dealers in your area to schedule repair on the outstanding recalls at no cost to you.

If you no longer own this vehicle, please help us update our records by calling our customer relations department, and notifying them of the change.

Thank you for your attention to this matter.
Mitsubishi Motors North America



COMPLIMENTARY COMPUTERIZED VEHICLE INSPECTION REPORT & 27 POINT INSPECTION

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U.S. Postage