



**Mitsubishi Motors North America, Inc.**

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**Date: 7/20/2017**

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

**Subject: Helping To Keep Our Mutual Customers Safe**

Customer safety has always been a top priority for Mitsubishi Motors North America, Inc. (MMNA), and we are confident it is equally important to you and your staff.

A key component of keeping our mutual customers safe is **maximizing safety recall completions**.

We are in the midst of one of the industry's largest safety recalls – Takata Air Bags – **affecting nearly 70 million air bags across many different vehicle brands**. In the event one of these affected Takata airbags were to deploy, there is the potential for the airbag inflator to rupture. At least **12 people** in the United States have been killed to date and approximately **180 additional people** have suffered serious injuries as a consequence.

Currently, the following Mitsubishi models are affected by the Takata air bag recalls:

- 2004 – 2007 Lancer - including Evolution and Sportback (passenger frontal)
- 2006 – 2009 Raider (driver and passenger frontal)
- 2012, 2014 i-MiEV (passenger frontal)

**We need your assistance in helping us to keep our mutual customers safe and achieve 100% completion of ALL recalls – with a focused effort to accelerate completion of the Takata air bag recalls.** This means:

- Checking the vehicle superscreen for open recalls and completing them on every vehicle that visits your service department
- Ensuring there are no vehicles on your Undone Campaign report, and if there are, ensuring proper follow up is completed with those that may have slipped through
- Utilizing your Open Campaign List to perform your own outreach to affected owners – leveraging contact information in your DMS
- Making sure you have adequate inventory of recall parts to enable immediate completion of these recalls – **MMNA has ample inventory of remedy parts for all Takata recalls**

MMNA has already strategically and aggressively reached out to owners affected by Takata recalls on a number of occasions – including offers of gift cards and rentals cars – and will continue to complete different types of outreach programs. Combining our efforts with yours, together, we can work to try and achieve a 100% recall completion rate.

If you have any ideas, recommendations, or other thoughts regarding how MMNA and our dealer network can work together to enhance recall completion rates, please send them to [ServiceSupport@mmsa.com](mailto:ServiceSupport@mmsa.com).

Thank you in advance for your renewed efforts to help keep our mutual customers safe.

Sincerely,  
MMNA Fixed Operations