



Mitsubishi Motors North America, Inc.

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Date: September 5, 2018

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

Subject: Takata Air Bag Recalls

In July, we announced several promotions/programs that we had put together for the Takata airbag recall in an effort to reduce the number of affected vehicles on the road. This included the [REDACTED] dealer incentive, the 2-sided Takata recall cards, and the Takata airbag recall postcard available for order on the parts and service adplanner.

We had over 250 dealers utilize the postcard mailer on the adplanner which was sent to over 75,000 customers. And, thanks to your efforts, we have completed almost 2,000 Takata recalls since July. Although we are making progress, we still have a long way to go.

As part of our continuing efforts to minimize the number of vehicles with an open Takata air bag inflator recall, MMNA will be sending a barrage of post cards – 5 different postcards in 5 consecutive days – to owners of affected vehicles, urging them to have this important recall completed at an Authorized Mitsubishi Dealership as quickly as possible.

To further encourage affected owners to have this recall completed, one of the postcards will also contain an offer for a free oil change upon completion of the recall.

Dealers will be reimbursed the following amounts for the oil change:

- 2004-2007 Lancer = [REDACTED]
- 2006-2009 Raider = [REDACTED]
- 2004-2006 Lancer Evolution = [REDACTED]

NOTE: You must submit promo claim code [REDACTED] for this offer. i-MiEV owners will not receive this offer.

YOUR 2004 LANCER IS ON THE DEADLY AIRBAG SAFETY RECALL LIST. YOU AND YOUR PASSENGERS ARE AT RISK OF SERIOUS INJURY OR DEATH.

Su Lancer 2004 está en la lista mortal de retiro de seguridad de la bolsa de aire. Usted y sus pasajeros corren el riesgo de sufrir lesiones graves o la muerte.

FREE repair will be completed by an authorized Mitsubishi dealer. Una agencia autorizada de Mitsubishi hará la reparación GRATIS.

FREE repair takes about one hour. La reparación GRATIS durará alrededor de una hora.

FREE OIL CHANGE

upon completion of the FREE repair. Please ask for details when calling to schedule your appointment. CAMBIO DE ACEITE GRATIS.

CALL 1-855-681-6147
OR VISIT MITSUBISHICARS.COM/DEALERS

TO GET YOUR DEFECTIVE AIRBAGS REPAIRED IMMEDIATELY FOR FREE. Llame al 1-855-681-6147 de inmediato o visita MitsubishiCars.com/Dealers para que sus bolsas de aire defectuosas sean reparadas inmediatamente GRATIS.

TO SEE AN EXPLODING AIRBAG, PLEASE SCAN THE QR CODE PROVIDED. PARA VER UN AIRBAG EXPLOSIVO POR FAVOR, PUEDE EL CÓDIGO QR PROPORCIONADO.

YOUR VEHICLE INFORMATION
INFORMACIÓN DE SU VEHÍCULO

2004 Lancer
VIN: 123456789
Recall: SR-14-012

Please refer to this information when scheduling your FREE repair. Consulte esta información al programar su reparación GRATIS.

Mitsubishi Motors logo, NHTSA logo, U.S. Department of Transportation logo.

The free oil change is only applicable if the Takata recall is completed – promo claims submitted without a corresponding recall claim will not be paid.

As a reminder, dealers are still eligible to receive an extra [REDACTED] incentive per Takata recall completed on or before [REDACTED]. See Warranty Bulletin 2018-007 and the announcement letter from July 2nd for additional details.

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