



MITSUBISHI MOTORS NORTH AMERICA, INC.
6400 Katella Avenue, Cypress, CA 90630

June 6, 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 new limited-time promotional offer for all affected customers.

The **week of June 17**, MMNA will be sending approximately 50,000 letters 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. Customers will also be notified earlier via email and/or phone.

Included in this letter is an offer to receive a **\$50 Visa® Reward Card** upon completion of the recall. Customers will have until the end of August to take advantage of this offer.

This offer is only applicable if the Takata recall is completed. Approximately 4-6 weeks after the recall completion, the customer will receive an email link to the redemption site. **Please be sure to obtain a current/valid email address from the customer when writing up the repair order and enter it in the appropriate field when submitting the recall claim.**

As a reminder, 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



For a limited time, receive **\$50** from Mitsubishi, upon completion of your urgently needed **FREE** recall repair.

Your **YEAR MAKE MODEL** is part of the

URGENT AIRBAG SAFETY RECALL

To schedule your **FREE** recall repair, call us at **1-877-576-9385**.

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 MAKE MODEL**, VIN: **XXXXXXXX**.

We understand it can be difficult to find time during the day to transport your vehicle to and from the dealership. A **FREE** loaner/rental vehicle can be provided while your **FREE** recall repair is being performed. Call us at **1-877-576-9385** to discuss additional ways Mitsubishi can help reduce that inconvenience.

Limited Time Offer

GET A \$50 VISA® REWARD CARD

Email link to redemption site will be sent 4-6 weeks after free airbag recall repair is completed at an authorized Mitsubishi Dealership. Valid email is necessary at time of recall repair.

See offer details below

Mitsubishi only. Offers cannot be combined. Must present offer at time order is written. Offer is nonnegotiable, non-assignable, and has no cash value. One offer per VIN number. Prior sales excluded. Valid at participating Mitsubishi dealers. VIN: **XXXXXXXXXXXXXXXXXXXX** Expires 8/31/2019. © 2019 Mitsubishi Motors North America, Inc.

