



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

July 2, 2018

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

**Subject: Takata Recall Completions**

Consumer safety has always been and continues to be a top priority for Mitsubishi and we are confident it is equally important to our dealers.

As you know, we are in the midst of one of the industry's largest safety recalls – Takata Airbags – **affecting nearly 70 million airbags 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 explode. To date, considering all vehicle manufacturers, **12 people** have been killed in the United States and **another 180 people** have suffered significant injuries.

We have been tasked by the National Highway Traffic and Safety Administration (NHTSA) to increase the number of Takata recall completions but we cannot accomplish this alone. Therefore, we have put together a little incentive promotion for our dealers. Starting on **July 2<sup>nd</sup>**, MMNA will pay each dealer an additional \$20.00 for every Takata recall completed. This limited-time offer will expire on September 30, 2018. Please see warranty bulletin **WB-2018-007** for complete details and for the claim submission process.

We encourage you to maximize your Takata recall completions and take full advantage of this limited-time incentive by immediately executing the following activities:

- Have your staff download the "Airbag Recall" app to their smartphones (available on the App Store or get it on Google Play). With this app, you will be able to take a picture of the vehicle license plate and it will let you know if the associated VIN has an open Takata recall. Affected Mitsubishi models include Lancer (2004-2007), Raider (2006-2009), and i-MiEV (2012, 2014, 2016-2017).
- New **Takata recall cards** (2-sided) highlighting the Lancer and the Raider... if you happen to see one of these affected models, whether in your neighborhood or in a parking lot, utilize the app to check for an open Takata recall. If an open recall exists, leave one of these cards (along with your business card) on the vehicle so the owner is made aware of the recall and the dangers of not having the repair completed. Each dealer will receive 100 of these Takata recall cards and additional cards can be ordered on Mitsubishi's Print and Fulfillment Center (MDL > Service > Programs).





To help you reach out and contact affected recall customers in your area, we've added a new Takata Airbag postcard (pictured below) to the Parts and Service AdPlanner. For this mailer only, we will be utilizing Polk customer data. The AdPlanner is a great tool and easy to use – only takes a few simple clicks!



Due to the severity of the Takata recall, we will be monitoring these repairs closely. If an affected vehicle leaves the dealership without having the Takata recall completed, any incentive you may have earned will be forfeited for that month. A monthly letter will be sent to all dealers highlighting any disqualified dealers. So please be sure to check the vehicle Superscreen to ensure all open recalls are completed prior to the customer leaving the dealership.

Mitsubishi has ample inventory of these airbag recall parts available. However, to limit customer inconvenience and take full advantage of this limited-time incentive, your dealership should also have an adequate supply of these recall parts on hand. Working as a team, we can get these dangerous inflators removed from affected Mitsubishi vehicles by taking the necessary steps to help increase our Takata recall completions.

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

Sincerely,

MMNA Fixed Operations