



MITSUBISHI MOTORS NORTH AMERICA, INC.  
 4031 Aspen Grove Drive, Suite 650  
 Franklin, TN 37067

February 1, 2024

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

As part of our collective commitment to outstanding customer service and owner confidence, we have initiated a Recall Renotification Campaign for approximately 280,000 vehicles with open recalls as listed below.

Starting today, this three-month campaign will send notifications to owners urging them to have these important recalls completed at an authorized Mitsubishi Motors dealership as quickly as possible. Customers will be notified via email, SMS, and targeted social ads (see samples below) every 21 days until the campaign concludes (or customers have no outstanding recalls).

Please refer to the online Recall Bulletins (Technical Service Bulletin) on MEDIC or Mitsubishi Dealer Link (MDL) for repair procedures and related parts information needed to properly complete these recalls. Please also plan to have parts on-hand to service these recalls.

Assigned TSB	Campaign Number	Campaign	Affected Vehicles
SC-23-001	C2303R	ENGINE ECU REPROGRAMMING	Certain 2022-2023 Outlander
SR-16-003	C1609R	CROSS MEMBER CORROSION	2002-07 Lancer, 2004 Lancer Wagon, 2003-06 Lancer Evolution, 2003-06 Outlander, 2007-13 V6 Outlander
SR-16-009	C1613R	WINDSHIELD WIPER LINK	2007-13 Outlander
SR-17-003	C1613S	WINDSHIELD WIPER MOTOR	2007-13 Outlander
SR-18-001	C1801R	DRIVE BELT AUTO TENSIONER	2008-2012 Outlander, 2011-2012 Outlander Sport, 2009-2015 Lancer, 2010-2012 Lancer Sportback
SR-18-006	C1808R	FMVSS LABEL REPLACEMENT	2018-2019 Outlander
SR-19-001	C1901R	SRS WARNING LAMP ILLUMINATION	2017-2018 Mirage G4
SR-19-002	C1902R	BRAKE VACUUM PUMP	2012-2017 i-MiEV
SR-20-003	C2003R	FRONT CROSSMEMBER CORROSION	2008-10 Lancer, 2009-10 Lancer Sportback, 2008-13 Outlander, 2011-16 Outlander Sport/RVR
	C2003Z		
SR-20-004	C2004R	PARKING BRAKE CALIPER	2014-2019 Outlander and 2018-2019 Outlander Plug-in Hybrid
SR-20-005	C2005R	PARKING BRAKE CALIPER	Certain 2016 Outlander and Outlander Sport/RVR
SR-21-001	C2101R	FRONT CROSSMEMBER CORROSION	Certain 2013-2015 Outlander Sport
SR-22-004	C2204R	REPROGRAM CVT ECU SOFTWARE	Certain 2019-2022 Outlander Sport
SR-23-001	C2301R	IN-VEH INFOTAINMENT OPERATIONAL	Certain 2022-2023 Outlander and 2023 Outlander Plug-in Hybrid

While these vehicles are at your dealership, be sure to review the Warranty SuperScreen to verify that **all pending recalls** have been completed because many will have more than are included in this campaign alone. This is also your opportunity to perform a complimentary multi-point inspection, making the most of this customer visit (and the proven increase in customer satisfaction that MPI delivers). And as always, take the time to schedule the customer's next service appointment.



Previous campaigns of this type have seen positive results, and this is an excellent opportunity for us both to build customer loyalty. Please develop a plan with your aftersales team to provide the best customer-service experience possible. Keep in mind, a large portion of these customers may be new to your service department.


If you have any questions, please contact your District Parts and Service Manager.

MMNA Aftersales Marketing and Business Development

### Email

Subject Line: Your [2019 Mitsubishi](#) has an important SAFETY RECALL, pending

Preheader: Schedule to complete this NO CHARGE safety recall service.



IMPORTANT SAFETY RECALL INFORMATION

Dear <NAME>,

You are receiving this email because our records indicate that your <TYPE> <MODEL NAME> with VIN <XXXXXXXXXXXX000000> 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:

- <RECALL> <RECALL DESCRIPTION>
- <RECALL> <RECALL DESCRIPTION>
- <RECALL> <RECALL DESCRIPTION>
- <RECALL> <RECALL DESCRIPTION>
- <RECALL> <RECALL DESCRIPTION>
- <RECALL> <RECALL DESCRIPTION>
- <RECALL> <RECALL DESCRIPTION>
- <RECALL> <RECALL DESCRIPTION>
- <RECALL> <RECALL DESCRIPTION>
- <RECALL> <RECALL DESCRIPTION>

For additional recall information, please [click here](#).

To schedule a service appointment to have this recall performed at no charge, please contact your [local dealer](#).

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



[FIND A DEALER](#)

**FREE VEHICLE INSPECTION REPORT**  
A \$49.95 VALUE

37-point inspection INCLUDES:

• Dash Warning Lights	• Hazard Warning Lights	• Engine Oil
• Brake/Steer Struts	• Impact/Abuse/Leak	• Transmission
• Clutch/Shift Switch	• Choke, Piping & Cables	• Brake Reservoir
• Horn	• Clutch Fluid	• Power Steering
• Parking Brake	• Drive Belts & Hoses	• Washer Fluid
• Exterior Lights	• Cabin Air Filter	• Seat Belts
• Turn Signals	• Engine Air Filter	• Shock/Strut/Suspension
• Brake & Back-Up Lights	• Brake, Lines & Hoses	• Undercarriage & Exhaust
• Interior Lights	• CV Axles	• Coolant Reservoir Fan/Car

Recall program subject to availability. Limit of participating dealers only. Eligible Mitsubishi vehicles only. Not all cars included. © 2019 Mitsubishi Motors North America, Inc.


  

  
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### SMS

9:41

64878

Monday 9:38 AM

IMPORTANT SAFETY RECALL INFORMATION

MITSUBISHI MOTORS:  
Your %model name% with VIN <XXXXXXXXXXXX000000> has an important safety recall. Schedule an appointment to have this recall service completed for FREE with your local dealer.

For additional recall information, please [click here](#).

Find a Dealer: <https://bit.ly/tpofpo>

### Social Media

Mitsubishi Motors Sponsored

Your Mitsubishi Vehicle has an important safety recall. Schedule an appointment to have this recall service completed for FREE.



MITSUBISHICARS.COM  
**Vehicle Safety Recall**  
Schedule an appointment.

[Book Now](#)

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