



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

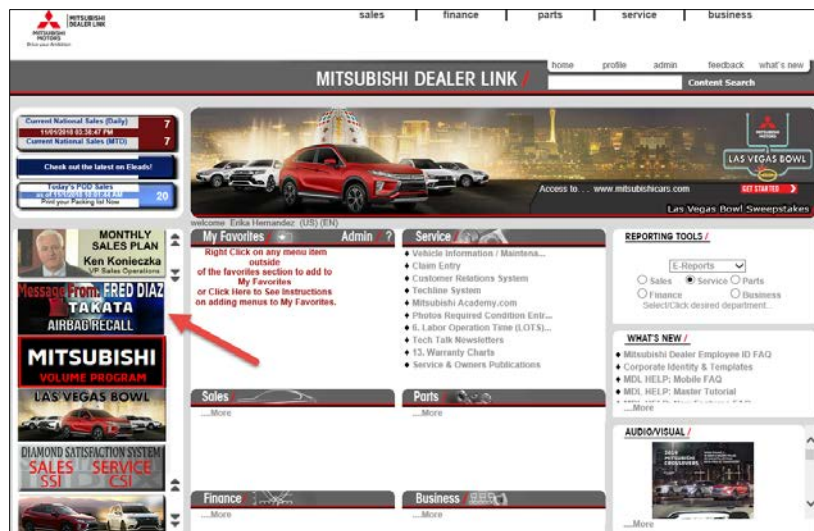
November 1, 2018

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

Subject: **Takata Airbag Recall - UPDATE**

The Takata Airbag recall was first announced in 2014. It is by far the largest safety recall ever conducted by the automotive industry, affecting over 50 million airbags across many different vehicle brands. These affected Takata airbags can explode when deployed causing serious injury and even death. To date, considering all vehicle manufacturers, 15 people have been killed in the United States and many more have suffered significant injuries.

As we continue our mission to account for 100% of Mitsubishi vehicles affected by the Takata recall by the end of 2019, we have taken this project to the top. We know that we cannot accomplish this alone as it will require teamwork between all of us at MMNA and our dealers to remove these dangerous inflators from all affected Mitsubishi vehicles. We've recently posted a very important message on the Mitsubishi Dealer Link, from our President and CEO, **Fred Diaz**. The link to this video can be found on the MDL home page, on the left side. Please take a moment to view this video as Mr. Diaz talks about the Takata airbag recall, the steps we have taken, and the progress we have made as a company. Although we continue to slowly move the needle, we still have a long way to go.



There are approximately 75,000 affected vehicles on the road today. The Mitsubishi vehicles that contain the defective Takata airbags are as follows:

- 2004-2007 Lancer (passenger side frontal airbag)
- 2006-2009 Raider (driver and passenger side frontal airbags)
- i-MiEV (passenger side frontal airbag)

Your District Parts and Service Manager will be reaching out to share your individual dealership Takata completion percentage. If you are not at a 100% completion, please ensure the following best practices are implemented immediately:

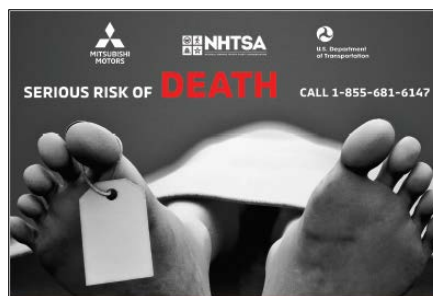


- For all vehicles that enter your service drive, be sure to check for open recalls on the Vehicle Inquiry Superscreen.
- Have your staff download the "Airbag Recall" app to their smartphones (available on the App Store or get it on Google Play). With this app, you will be able to take a picture of the vehicle license plate and it will let you know if the associated VIN has an open Takata recall.
- Make sure you have adequate inventory of Takata recall parts to prevent the customer from having to return for the repair.
- Utilize the Takata recall cards highlighting the Lancer and the Raider that you can leave, along with your business card on any affected vehicle that you happen to come across. These 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 have two Takata postcards (pictured below) available on the Parts and Service AdPlanner. For these mailers only, we are using Polk customer data.



For a smaller subset of Polk customer data - VINS that NHTSA has classified as Priority Groups 1 and 2 - meaning these are higher risk vehicles should the airbags deploy:



The AdPlanner is a great tool and easy to use - only takes a few simple clicks!

Now is the perfect time to develop a Takata action plan at your dealership - your DPSM can assist with building a plan. Conduct a service meeting, including technicians, to review your dealership performance. By taking these simple, necessary steps, we will increase our Takata recall completions.

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
