



MITSUBISHI MOTORS NORTH AMERICA, INC.
4031 Aspen Grove Dr, Franklin, TN 37067

March 18, 2022

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

Subject: 2022 Outlander Fuel Pump Safety Recall

The all-new 2022 Outlander is changing the customer profile coming into your service drive. These new customers bring strong buying power and higher expectations, which means **we must elevate our efforts if we are to retain them as service customers and potentially have them purchase their next vehicle from your store.** We must focus on improving processes and experiences from the ground-up for overall improvement to ensure satisfaction of ALL owners – while looking at everything through these very special customers' eyes.

Customer notification letters for SR-22-001 – 2022 Outlander Fuel Pump Recall – will be sent to affected owners on **March 18, 2022.** In the letter, Mitsubishi advises owners that the fuel pump is located inside the fuel tank and recommends considering arriving at the dealer with the fuel tank below ½ – possibly reducing the amount of time necessary to complete the repair. It also states that this is NOT a requirement to have the recall completed – please do not turn a customer away if their fuel tank has more than ½.

Many of the affected vehicles may be near their first maintenance interval and/or still have Safety Recall SR-21-007 Seat Belt Automatic Locking Retractor open – please make sure you check the Superscreen to determine if the vehicle needs the recall and if the Welcome Oil Change is still available. If one or both are still open, this is **a great opportunity for you to provide a WOW factor to the customer** by utilizing the Welcome Oil Change reimbursement to cover some or all of the maintenance cost and/or by showing your concern for their safety by completing the recall – **all in one service visit!** Please get customer approval prior to completing this additional work.

Please stay focused on our goal – to be the number one CSI brand – by improving each customer's experience, one customer at a time.

Thank you for your attention to this matter.

MMNA Aftersales
