



**Mitsubishi Motors North America, Inc.**

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**Date:** 11/7/2014

**To:** All Mitsubishi Dealers  
All Mitsubishi Dealership Service and Parts Managers

**Subject:** Takata Airbag Inflator – Special Service Campaign

MMNA recently launched Special Service Campaign SC-14-004 to assist the National Highway Traffic Safety Administration (NHTSA) in collecting and analyzing passenger side airbag inflators installed in certain 2004 – 2005 Lancer, Lancer Sportback, and Lancer Evolution vehicles originally sold or currently registered in Florida, Hawaii, Puerto Rico, or the U.S. Virgin Islands.

To further strengthen our “customer first” philosophy, MMNA has taken additional measures to keep our customers fully informed about this campaign and encourage affected owners to have this repair completed as soon as possible.

One of these actions was establishing a link on the home page of Mitsubishicars.com that provides access to important information customers may need regarding the Takata airbag campaign. In addition, there is a Recall Information link that allows a customer to input their Vehicle Identification Number (VIN) to check for any outstanding campaigns that may affect their vehicle. We encourage you to become familiar with both of these functions on Mitsubishicars.com to be better prepared for customer inquiries.

To complement MMNA’s “customer first” efforts, we urge **ALL** dealers – many affected vehicles were originally purchased in Florida, Hawaii, Puerto Rico, or the U.S. Virgin Islands and have since moved to a different area – to reach out to your customers that have an affected vehicle and encourage them to have this repair completed as soon as possible. The affected vehicles can be easily identified on your Most Recent: Open Campaign List available on the Mitsubishi Dealer Link. Phone numbers of affected vehicle owners were purchased by MMNA and included on the report for this campaign.

**NOTE: THESE CUSTOMER PHONE NUMBERS AND ADDRESSES ARE TO BE USED SOLELY FOR THE PURPOSE OF CONTACTING EACH CUSTOMER AND SCHEDULING THEM TO COMPLETE THE RECALL APPLICABLE TO THEIR VEHICLE.**

Lastly, when making appointments with your customers, please prioritize the completion of this very important campaign in your shop scheduling, and once the repair is completed, immediately return the replaced part to Takata.

Sincerely,

MMNA Fixed Operations