

*** * TECHNICAL INFORMATION NOTICE * ***

DATE: February 20, 2015
TO: Mitsubishi Motors US Dealer Principals, Service Managers, and Parts Managers
RE: Customer Incentive for Lancer Front Passenger Air Bag Inflator Safety Recall Campaign SR-14-012
TIN NO. TIN-14-SR-012-C

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AFFECTED VEHICLES: Certain 2004 - 2005 Lancer, Lancer Sportback, and Lancer Evolution
Vehicles built August 4, 2003 to December 10, 2004

PURPOSE

In pursuit of Mitsubishi's commitment to motor-vehicle safety and the safety of our customers, we are encouraging vehicle owners affected by this safety recall to visit their local authorized Mitsubishi Dealership and have the recall completed as soon as possible. Beginning February 20, 2015, owners will receive notification(s) by mail and/or email that they are eligible to receive a \$40 MasterCard® reward card if the recall is completed on or before May 31, 2015.

MMNA will have the \$40 reward card made out to the customer's name on the campaign claim and mailed to the address on the claim. Please ensure this information is accurately recorded on the repair order and campaign claim. Customers will receive the \$40 reward card 4-6 weeks after the claim is processed. To minimize your customer's wait time, please input the claim immediately after the repair is completed.

The notification(s) will include a coupon containing the details of this additional incentive. Please see the sample coupon below for reference.



In the event you receive any direct customer inquiries regarding this issue, please refer them to the MMNA Customer Relations Hotline at (888) 648-7820.

IMPORTANT

Affected new or used inventory vehicles must be repaired before the vehicle is delivered. Dealers must check their inventory vehicles' VINs on the Warranty Super Screen to verify whether the vehicle is involved in this recall campaign. It is a violation of Federal law for a dealer to deliver a new motor vehicle or any new or used item of motor vehicle equipment (including a tire) covered by the notification under a sale or lease until the defect or noncompliance is remedied.