



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

Date: 7/17/2018

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

Subject: Keeping Our Mutual Customers Safe and Minimizing Dealership Risk

Customer safety has always been and continues to be a top priority for Mitsubishi Motors North America, Inc. (MMNA). We are confident it is equally important to you and your staff.

A key component of keeping our mutual customers safe is **maximizing safety recall completions**.

There are many reasons to ensure no vehicle leaves your dealership with an undone recall, including:

- Increased customer safety
- Reduced dealership risk
- Increased Fixed Operations revenue

To assist you in monitoring your performance in this critical metric, MMNA provides the Undone Campaign Report (Service e-Reports on MDL). This report shows you what customers visited your service department during the previous month and left with an undone recall.

FAILURE TO COMPLETE AN OPEN RECALL WHILE A VEHICLE IS IN YOUR SHOP EXPOSES THE DEALERSHIP TO TREMENDOUS RISK.

We are in the midst of one of the industry's largest safety recalls – Takata Air Bags – **affecting nearly 70 million air bags across many different vehicle brands**. In the event one of these affected Takata airbags were to deploy, there is the potential for the airbag inflator to rupture. To date, looking at all the vehicle brands, **15 people** have been killed in the United States and **another 250 people** have suffered significant injuries.

During the month of June, Takata Air Bag recalls were NOT completed on over [REDACTED] vehicles that had a repair order written at one of our dealerships. THIS IS UNACCEPTABLE!

Please ensure that the vehicle inquiry superscreen is checked for open recalls – and they are completed – on **every vehicle** that enters your service department.

MMNA has ample inventory of Takata recall parts – to minimize any customer inconvenience, your dealership should also have an adequate supply of recall parts on hand.

Thank you in advance for your immediate attention to and focus on making sure that every vehicle leaves your dealership without an open recall.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Stach".

Ron Stach
Vice President, Fixed Operations