



INSIDE THIS ISSUE:

- Technical Information - Page 1
- Warranty Information - Page 13
- TSB/TIN/ATIN Review - Page 15
- Technical Training - Page 16
- News & Notes - Page 17



**Mitsubishi Motors Launches Industry-First Digital Retailing Program, Connects Prequalified Shoppers to Dealer In-Store Capabilities For A Transparent and Faster Car Buying Experience.**

Mitsubishi Motors North America, Inc. (MMNA), has partnered with AutoFi Inc. and Santander Consumer USA to launch ClickShop 2.0, an industry-first digital solution. ClickShop 2.0 connects the car-buying journey from Mitsubishi Motors' Tier-1, and its dealer partner's Tier-3, websites directly to the Mitsubishi dealer showrooms, delivering an unparalleled and seamless shopping experience.

Through ClickShop 2.0, Mitsubishi Motors will become the first U.S.-based auto manufacturer to offer a personalized shop-by-payment on its manufacturer and dealer-partner websites, leveraging the prequalification capabilities of Santander Consumer USA, all through a system powered by AutoFi. Based on just a soft credit-pull, consumers can see all in-stock vehicles that meet their financing qualifications, and then confidently shop those vehicles by payment to select a car that fits their budget and needs.

*Click the image above to read more.*



## TECH TALK - VOLUME 279

### MARCH/APRIL 2024

## TECHNICAL INFORMATION

### WHEEL LOCKS ON FACTORY SPARE TIRE

#### AFFECTED VEHICLES

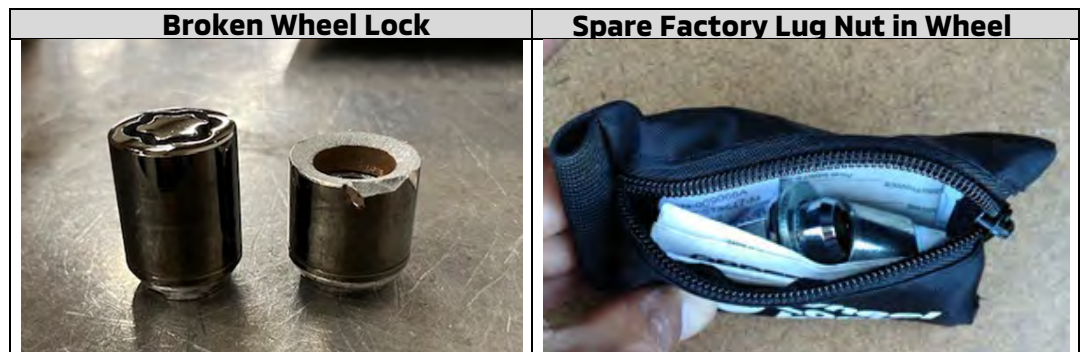
- 2020-2024 MIRAGE
- 2020-2024 MIRAGE G4

#### PART INFORMATION

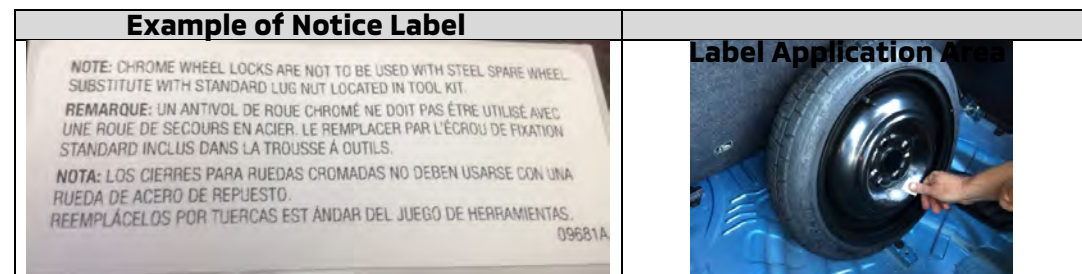
- MZ312852 - Wheel Locks Set, Chrome
- MZ315200 - Wheel Lugs and Lock Set, Black

#### CONCERN

When installing factory spare tire, which is on a steel wheel, do not use a wheel lock to secure the wheel. Due to the steel wheel's thickness being less than the alloy wheel's thickness, more of the wheel stud is exposed. If the wheel lock is installed on the steel wheel, it will bottom out and break when fully torqued. The customer and dealer need to utilize the spare factory lug nut stored in the wheel lock bag.



If the wheel lock set is installed prior to dealer delivery, a Notice Label for this condition is already installed on the factory spare tire. If the wheel lock set is installed at the dealer, this Notice Label is included with the kit and must be installed on the factory spare tire.



## OUTLANDER SPORT KEY PROGRAMMING CONCERNS

### AFFECTED VEHICLES

2022 Outlander Sport

### CONCERN

When programming a new key for the 2022 Outlander Sport be sure to check the back of the existing key for the number stamped on it. There are 2 key part numbers in the Parts manual and the new key must match the key being replaced.

The new part numbers should be used under the following conditions.

PNC	APPLICABLE MODEL	NEW PART No.	QTY	OLD PART No.	QTY	REP.
88912	GA2W, GA5W 2022.03.3 - 2022.05.2 TYPE A	8637D007	1	8637C803	1	R
88912	GA2W, GA5W 2022.03.3 - 2022.05.2 TYPE B	8637C803	1	-		

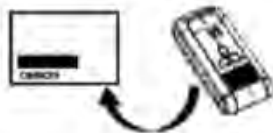
88912 - KEY, KEYLESS OPERATION BLANK

Use condition:

When using service parts for a vehicle from a specific production period (see table), please check the type of parts installed on the vehicle using one of the methods below and select the spare part number to use.

**1) When checking with the key (PNC: 88912)**

Check the number printed on the back of the key (see image below). If it is printed with GHR-M015-NSQ, please use type A, and if it is printed with G8D-744M-KEY-N 3P, please use type B.



**2) When checking using MUT-3**

Use MUT-3 to check the number of the control unit (PNC: 88605) used in the current vehicle. If 8637C933 is displayed, use type A, and if 8637A976 is displayed, use type B.

## DTC DETECTION LOGIC

### AFFECTED VEHICLES

2022-2024 Outlander

### CONCERN

When inspecting a 2022 through current model Outlander for Diagnostic Trouble Codes, an All DTC check must always be performed and recorded. However, certain DTCs may be stored in both the Engine Control Module and Transmission Control Module and may not be picked up during the All DTC check. These additional DTCs are two drive cycle detection logic that may have only been detected during one drive cycle but not the second. Be sure to enter these modules individually to confirm there are no additional DTCs stored. If additional DTCs are detected, be sure to record any related freeze frame data as part of normal information gathering and documentation.



## AUTO CONFIGURATION SERVER ERROR

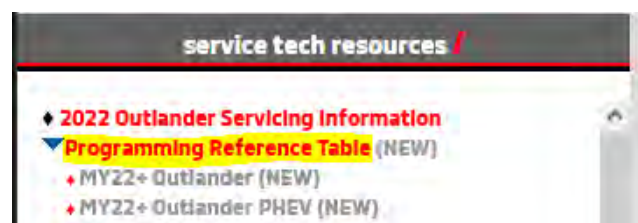
### AFFECTED VEHICLES

2022-2024 Outlander

### CONCERN

After replacing a Control Unit during auto configuration, the progress bar may load to 51% - 56% and then displays a server error. This can occur for several reasons. First the Control Unit needs to be programmed before Auto Configuration can be completed. Second, the Control Unit was programmed with the incorrect part number and needs to be re-programmed with the correct part number before Auto Configuration can be completed.

Outlander (DG) Control Unit programming part number list can be found on MDL > Service > Service Tech Resources > Programming Reference Table



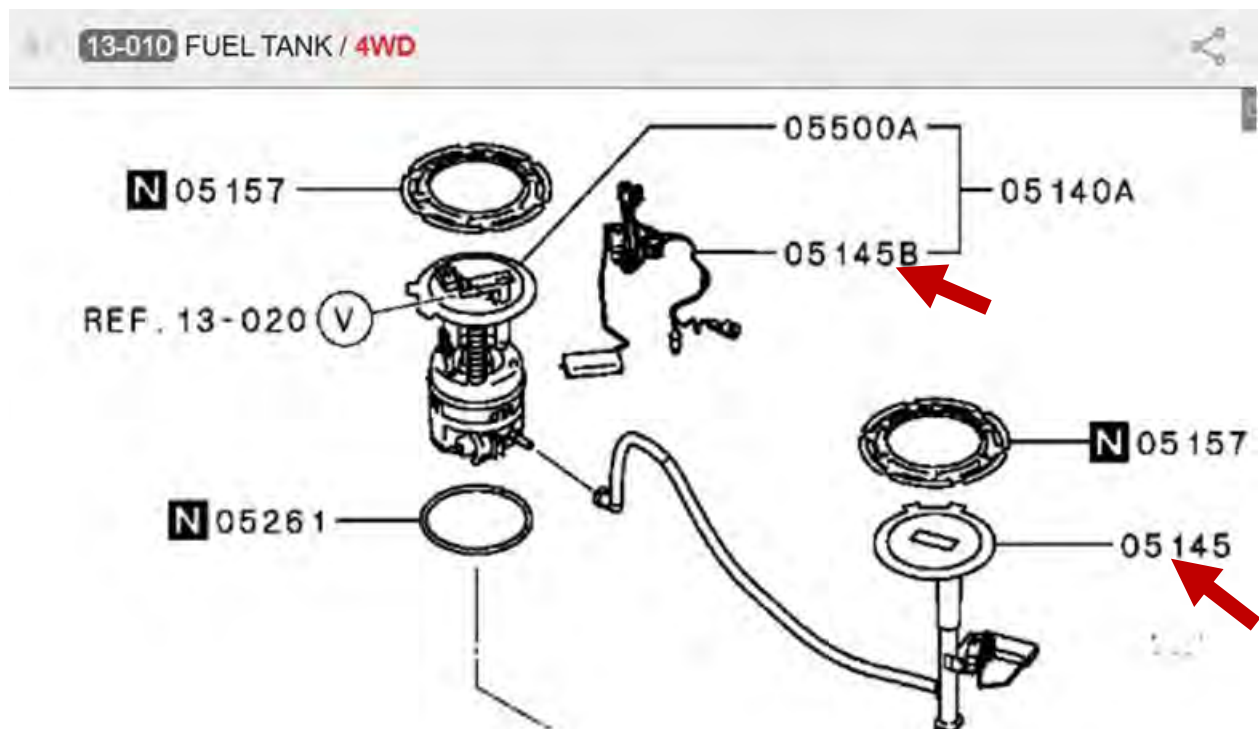
## FUEL/NO START CONCERNS

### AFFECTED VEHICLES

2022-2024 Outlander

### CONCERN

When encountering a vehicle that will not start and has no fuel pressure, before condemning the fuel pump, first do a visual check to verify that there is sufficient fuel in the tank. In certain situations the fuel gauge may display that there is adequate fuel but upon disassembly the tech discovers that the tank is dry. Many times adding fuel results in the vehicle starting as it should, which should direct the tech to checking the level sensor, or sensors if it is AWD. This quick extra step in the diagnostic process could help prevent unnecessary fuel pump replacement and result in a more accurate repair. If a fuel level sensor is faulty, is it not necessary to replace the entire fuel pump as each sensor is available as a separate part. Tech Talk 276 has additional information regarding fuel level sensor diagnostics.



## PERFORMING FORWARD COLLISION MITIGATION (FCM) CALIBRATION

### AFFECTED VEHICLES

2022-2024 Outlander

### CONCERN

When performing calibration for the front camera (FCM) unit on a MY22+ Outlander, you may receive an error stating aiming incomplete with a numeric error code. Attached is a chart to help you determine what the error code is for. Most commonly the error message is due to incorrect measurements or ambient lighting, although not limited to other factors such as an aftermarket windshield or incorrect targets being used and background of the targets. To verify the windshield is OEM, you can simply look at the lower left corner and it should say AGC Automotive. The target board is required and ordered using the Mitsubishi part # "TARGETBOARD". Below are the most common errors received and some helpful insight that would help properly diagnose them:

- Error code 18 is often indication that the windshield may be aftermarket, but also can be related to the ambient lighting causing a reflection on the hood. For this we recommend putting a cover over the hood such as a fender cover to eliminate any reflections.
- Error 20 is an error that will be received if the measurement input is not correct or abnormal. To ensure proper measurements are made refer to the Driver Assistance System of the service manual.
- Error code 21 is also a common error we see when trying to perform the camera aiming which has been found to be related to the incorrect targets being used, as well as, possible reflection on the targets from the headlights. Another common cause for this error is the background of the targets, where it is likely the camera can not detect the difference between the white squares and the wall behind them. It is recommended to put something behind the targets such as a piece of cardboard to help with the differentiation.

OEM Windshield Identification:



Correct Targets:



# PERFORMING FORWARD COLLISION MITIGATION (FCM) CALIBRATION (Continued)

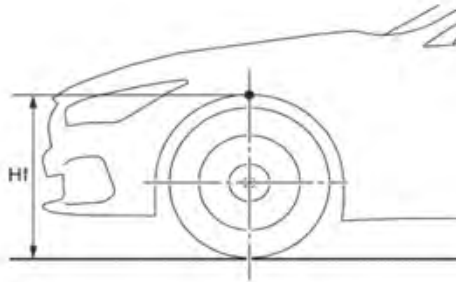
Error Chart:

Monitor item	Condition	Value/Status
AIM NG REASON	When the camera aiming is normal completed	0
	When the front camera unit has an internal communication error	1
	When the front camera unit has an internal data error	2
	When the front camera unit has a target information error	3
	When the front camera unit has a aiming mode error	4
	When a timeout occurs	5
	When the front camera unit cannot transition to aiming mode	6
	When the front camera unit has a memory writing error	7
	When the condition of the front camera unit installation is not correct	8
	When all correction values are outside the threshold	9
	When NG reason is unknown	16
	When the front camera unit cannot detect the target	18
	When the roll angle is outside the threshold	19
	When the front camera unit cannot calculate the aiming correction values	20
	When the front camera unit cannot read the distance to target board	21
	When the entered "Df" value is not correct	22
	When the entered "Tr" value is not correct	23
	When the yaw correction values are outside the threshold	24
	When the pitch correction values are outside the threshold	25
	When several targets are detected	26
	When an error is detected during the camera aiming	27
	When NG reason is unknown	255

How to calculate Dh measurement:

## 1. CHECK VEHICLE HEIGHT

Measure the wheelarch height.



CF100CIUAA00USA

### 2023 Model Year

Hfl: Front left wheelarch height [mm]

Hfr: Front right wheelarch height [mm]

$$Dh(mm) = (Hfl+Hfr) \div 2 - 809 \text{ <Vehicles with 18 inch tire>}$$

$$Dh(mm) = (Hfl+Hfr) \div 2 - 813 \text{ <Vehicles with 20 inch tire>}$$

### 2022 Model Year

Hfl: Front left wheelarch height [mm]

Hfr: Front right wheelarch height [mm]

$$Dh(mm) = (Hfl+Hfr) \div 2 - 829$$

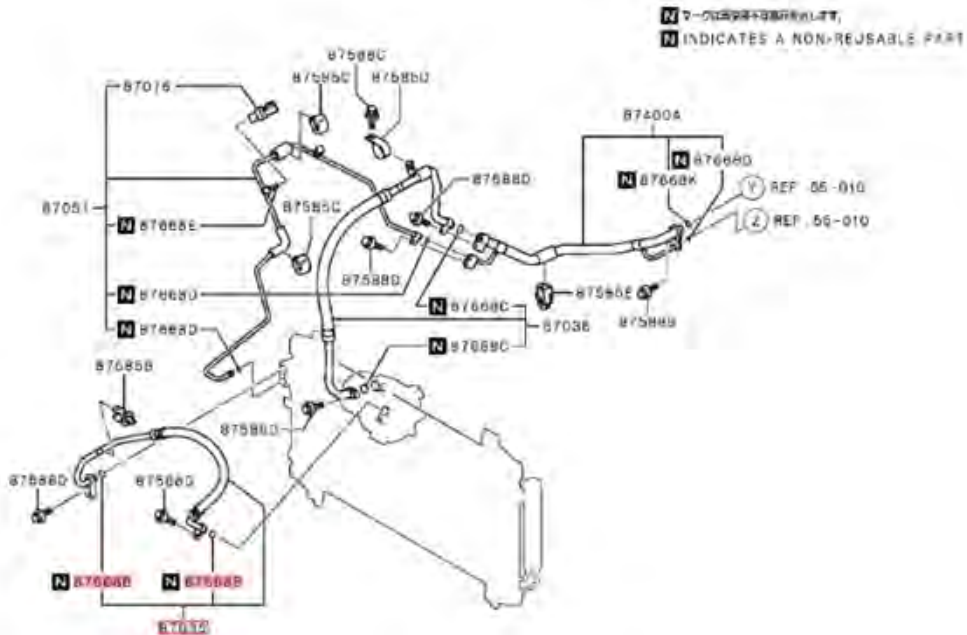
# REFRIGERANT LEAKS

## AFFECTED VEHICLES

2018-2024 Eclipse Cross

### CONCERN

When a refrigerant leak is isolated to the seals at the A/C compressor discharge piping which connects the AC compressor to the Condenser, MMNA asks that technicians replace the seals using updated O-rings 92477W0210P and 92477W0220P.



## GENUINE CHEMICAL PRODUCTS INFO: SUPER LONG LIFE COOLANT (All Models)

### Product Information

- MZ313950, MZ341016EX: SUPER LONG LIFE COOLANT 30% Pre-mixed
- MZ341015EX, MZ341017EX: SUPER LONG LIFE COOLANT PREMIUM 50

### Occurrence Phenomenon

When you open the product bottle, you may find that the additives in the liquid may have physically separated (refer to photo).

Pre-mixed:



### Cause

This substance in the liquid is caused by the dimerization or reaction of some corrosion inhibitors. The dimers/reaction may occur when the product bottle is kept in storage, in sunlight or stored for long periods of time. Dimer/reaction is also more likely to occur after the product has been opened. The corrosion inhibitor is a necessary component for the protection of metals and rubbers.

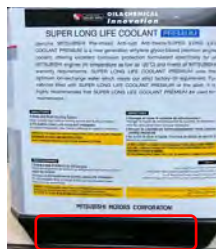
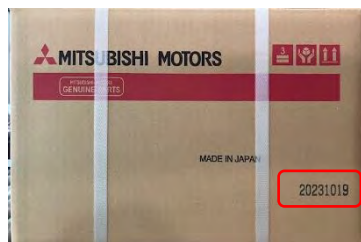
### Countermeasures

- There is no need to remove the substance because the amount of additives that can become dimers is low and dimers will be re-dissolved when the engine warms up. There is no effect on engine performance even without removal of dimers.
- We recommend that you use this product as soon as possible after opening, and within one year from the manufacturing date. Also, by storing the product in a cool/dark location, it will help prevent dimerization.

### Reference: Place of Manufacturing Date

- MZ341016EX, MZ341015EX, MZ341017EX:

You can find the manufacturing date on the master pack and the bottle as shown below: "YYYY+MM+DD".



20231019

\*Regarding MZ313950, "the manufacturing lot number" is printed on the master pack and the bottle instead of "the manufacturing date". If you need to know "the manufacturing date", please contact: MMNA-Service Support Mailbox <servicesupport@mmsa.com>.



## GENERAL INFORMATION: ELECTRIC TAILGATE OPENS UNINTENTIONALLY

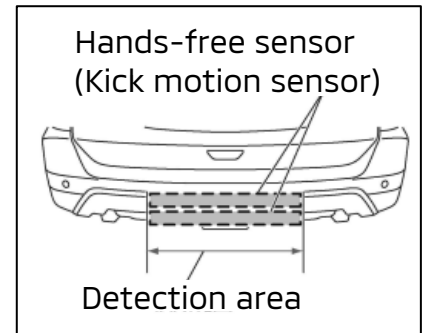
This article introduces the cause and confirmation method for the issue that the vehicle tailgate will open unintentionally.

### Affected Models

Vehicles equipped Hands-free sensor (Kick motion sensor)

### Cause


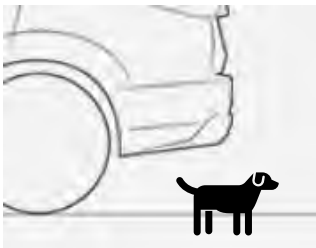
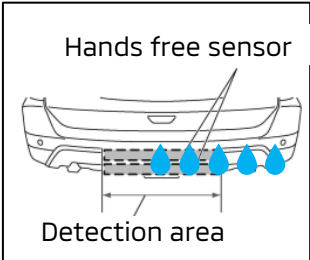
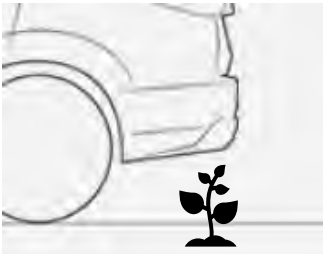
In cases such as those shown in Table 1, the Hands-free sensor may open the tailgate unintentionally. On the other hand, if the KOS (Keyless Operation System) key is far enough away from the car, the tailgate will not open unintentionally in these situations.



If customers claim their tailgate opens unintentionally, please check following items:

- ✓ When this issue occurs, please check if there were any objects within the detection area of Hands-free sensor.
- ✓ Does the customer store the KOS key within hands-free operable range?  
->Refer to 'How to check whether KOS key is within hands-free operable area'.

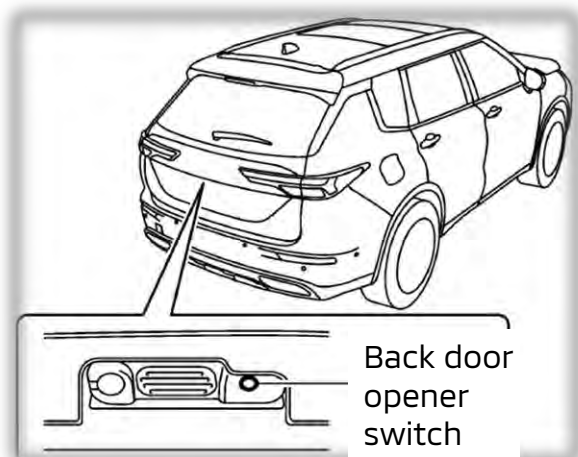
**Table1. Example situation when hands-free sensor make incorrect reaction**

Charging cable movement	Animals pass by near the sensor	Water drops on the rear bumper	Movement from leaves/branches/plants
			

### How to check whether KOS key is within hands-free operable area:

Leave the KOS key in the storage location:

- Push the back door opener switch or
- 'Deliberately trigger the hands-free sensor' to make sure the car doesn't respond.



## GENERAL INFORMATION: PRINTING ALL DTC DATA TO PDF FILE (All Models)

When issuing a PQR, we always request that you attach the vehicle's 'ALL DTC pages', but often we receive the PDF file with the information of each component split into separate pages as shown in the example below. This article introduces a recommended method of exporting the same information to a PDF file.

<Page 1>

System Name	SCC or DVC or Diagnostic database ID	Diagnostic trouble code(s)	Name
ENGINE	ECM_N0000002		No DTCs
TRANSMISSION	CVT_N0000002		No DTCs
SHIFT	PBW_N0000001		No DTCs
EPS / DAST 3	EPS_N0000002		No DTCs
CHASSIS CONTROL	CDM_N0000001		No DTCs

<Page 2>

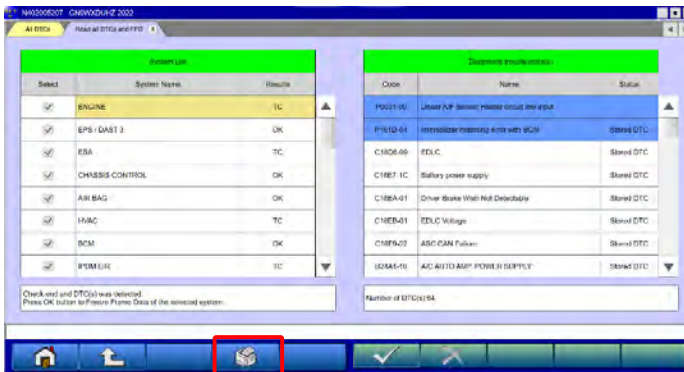
System Name	Malfunction Condition
ENGINE	
TRANSMISSION	
SHIFT	
EPS / DAST 3	
CHASSIS CONTROL	

Split into 2 pages

### Procedure:

#### >Step 1

Click the printer icon at the bottom of the screen as below.



Using the landscape mode allows you to export the PDF file, with the information of the components on the same page as shown below.

System Name	SCC or DVC or Diagnostic database ID	Diagnostic trouble code(s)	Name	Malfunction Condition
ENGINE	HECM.N0000001	P0031-00 P161D-64	Linear A/F Sensor Heater circuit low input Immobilizer matching error with BCM	Stored DTC
EPS / DAST 3	EPS.N0000002		No DTCs	
EBA	EBA.N0000001	C18D6-09 C18E7-1C C18EA-01 C18EB-01 C18F9-02	EDLC Battery power supply Driver Brake Wish Not Detectable EDLC Voltage ASC CAN Failure	Stored DTC Stored DTC Stored DTC Stored DTC Stored DTC

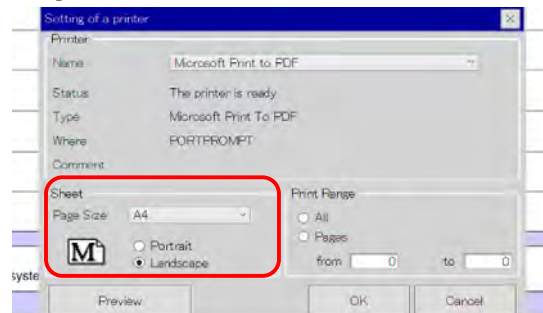
#### >Step 2

Click the "Print list" icon as shown below.



#### >Step 3

Select the "Landscape" option before you export the PDF file.



## PRECAUTIONS: WATER INTRUSION INTO THE CONNECTOR (All Models)

The engine bay of the vehicle has numerous electronic devices and sensors. Improper car washing or maintenance can lead to water entering the connectors, causing various issues: engine stall and engine start failure. To prevent these issues, be sure to take the following precautions.

### Precautions:

1. Do NOT splash water in the engine bay. When the underside of the vehicle is washed, please be careful to avoid water contact in the engine bay.

\*Even with waterproof connectors, water can enter the connector during high-pressure car washing.

2. Connector protection during maintenance.

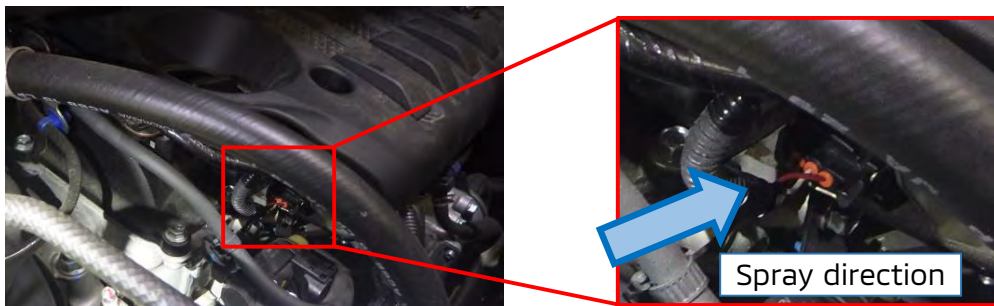
During maintenance operations, sensors or connectors may be exposed to liquids: water or LLC.

When the connector is disconnected, please protect it with waterproof material: plastic tape or plastic bag.

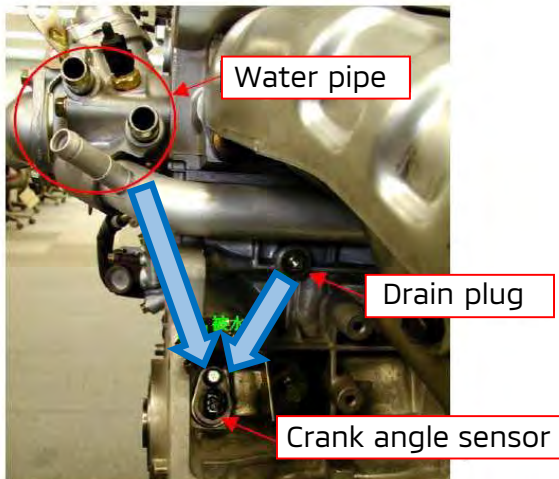


### Example of Issue:

4N14 - Common rail pressure sensor issue due to high-pressure car washing. Worst case scenario: Engine stall, unable to restart.



4B1 - Crank angle sensor issue due to spilled LLC during water hose/drain plug removal. Worst case scenario: Engine cannot start.



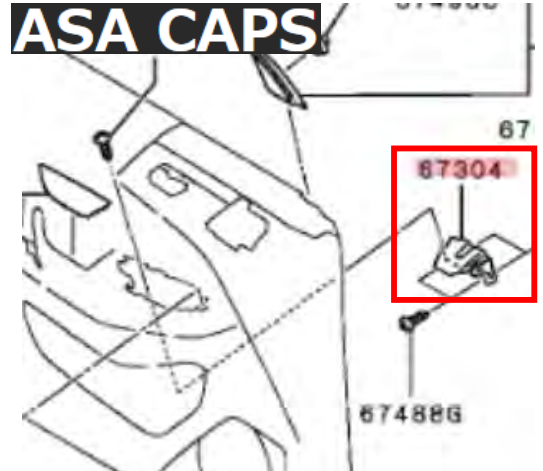
## SPARE PARTS INFORMATION: FRONT DOOR PULL HANDLE BRACKET CHANGE

Due to the screw hole structure of the door pull handle bracket, strong opening/closing operations may cause the tapping screw to rotate and loosen, resulting a loose door handle with noise. To prevent this phenomenon from occurring, changes were made to the Bracket on the front left/right doors and specified the tightening torque as shown below.

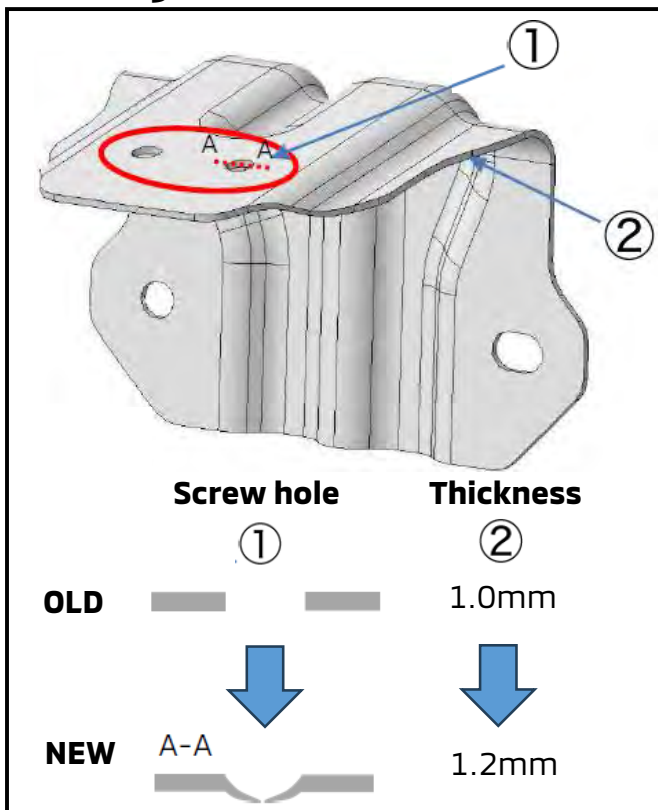
For the tightening torque, the Online Service Manual has been updated, or you may refer to TSB-23-52-001 issued in September 2023.

### AFFECTED MODELS

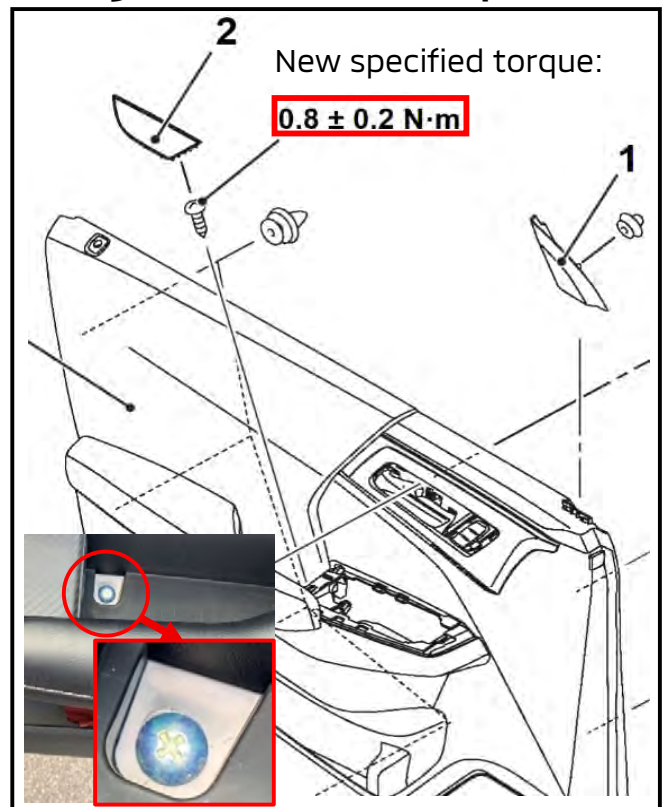
2023-2024 OUTLANDER PLUG-IN HYBRID (GNOW)  
2022-2024 OUTLANDER (GMOW)



### Part change made to the bracket:



### Change made to the workshop manual:



Part Name	Old Part Number	New Part Number
BRACKET, FR DOOR PULL HANDLE	7222B632	7221AW000P

## WARRANTY INFORMATION

### FORWARD DISTANCE WARNING SENSOR & BRACKET

#### AFFECED VEHICLES

2022-2024 Outlander

#### LABOR OPERATION

54835710

#### PART NUMBERS

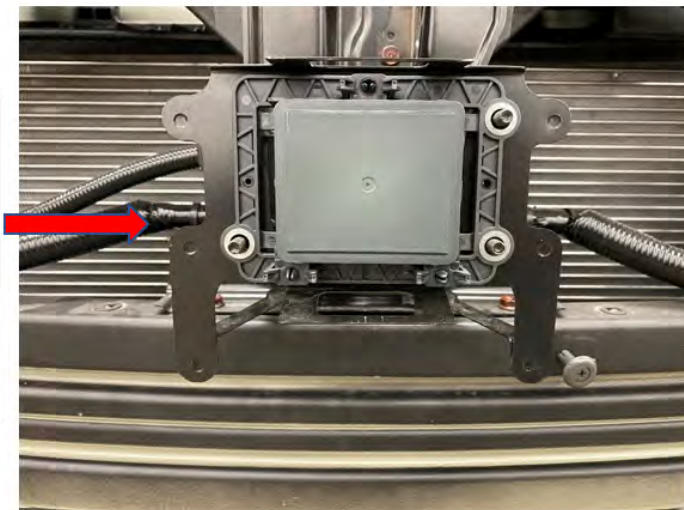
8639A329

8638A522

#### CONCERN

The MMNA Warranty Department has noticed a recent rise in claims for the Forward Distance Sensor Bracket on the 2022 and newer Outlander. This bracket is located directly behind the bumper fascia and serves as the mount for the Forward Distance Warning Sensor. When this bracket is installed, it is secured in a way that will maintain position for the life of the vehicle and will not fail, fatigue, and/or experience misalignment of the sensor without outside influence such as impact to the front bumper. This damage is not a warrantable condition. When diagnosing the vehicle, shine a light down beside the hood latch to the location of the bracket making sure to view each side thoroughly. Compare those findings to that of a vehicle known to be in proper working order. In addition, check the vehicle thoroughly for evidence of front impact damage, including but not limited to, damage to the paint, dents, body misalignment, etc. Lower impact damage may not be easily identifiable with damage to the fascia thus the need to thoroughly examine the bracket itself as shown in the images below. It's important to explain to the customer the reason for this being a non-warrantable condition for their awareness. Should the Dealer and/or the DPSM feel that this is a loyal Mitsubishi customer and would like to offer goodwill, contact your DPSM, and submit a claim by placing the claim in PWA-Hold for final approval adhering to Goodwill Policy for review.

Verify the front plate and its components are fully intact and in alignment vertically and horizontally. Ensure no cracks, dents, bends and/or buckles are present.



**FRONT VIEW**

**FORWARD DISTANCE WARNING SENSOR & BRACKET (Continued)**



**TOP VIEW**

Inspect the brackets shown in the diagram on the left for any bending, crinkling, or buckling of the brackets. Verify the front plate is not pushed inward and is sitting correct



## TSB/TIN/ATIN REVIEW

Since Tech Talk 278, the following bulletins have been published:

PUBLISH DATE	TSB/ATIN/TIN #	SUBJECT	MODELS
1/29/2024	<a href="#">TSB-24-55-002REV</a>	A/C UNINTENTIONALLY TURNS OFF, REMAINS FF, OR THE TEMPERATURE SETTING CHANGES	2022-2024 OUTLANDER AND 2023-2024 OUTLANDER PLUG-IN HYBRID
	<a href="#">TSB-24-00-002</a>	LOAD CARRYING CAPACITY REDUCED LABEL	ALL MODELS
	<a href="#">TIN-21-37-001REV3</a>	PHOTO REQUIRED CONDITION (PRC) FOR VEHICLE PULLING/DRIFTING AND STEERING WHEEL OFF-CENTER CONCERNS - REVISED	2018-2020/2022-2024 ECLIPSE CROSS, 2014-2024 MIRAGE, 2017-2024 MIRAGE G4, 2014-2020/2022-2024 OUTLANDER, 2018-2022/2023-2024 OUTLANDER PLUG-IN HYBRID AND 2016-2024 OUTLANDER SPORT
2/14/2024	<a href="#">TSB-24-23-003</a>	ADDITION OF BELT AND PULLEY REPLACEMENT PROCEDURE FOR CVT F1CJD AND W1CJD - SMR	ADDITION OF BELT AND PULLEY REPLACEMENT PROCEDURE FOR CVT F1CJD AND W1CJD - SMR
	<a href="#">TSB-24-23-002</a>	ADDITION OF ES COMMERCIAL FLEET MODEL DESCRIPTION - SMR	ADDITION OF ES COMMERCIAL FLEET MODEL DESCRIPTION - SMR
	<a href="#">TSB-24-23-001</a>	PROCEDURE FOR DIAGNOSTIC TROUBLE CODE AND ON-VEHICLE SERVICE FOR BELT AND PULLEY ASSEMBLY ON CVT F1CJC AND W1CJC - SMR	2016-2017 LANCER, 2016-2017 LANCER SPORTBACK, 2015-2021 OUTLANDER SPORT, 2016-2020 OUTLANDER, 2018-2020 ECLIPSE CROSS
	<a href="#">TSB-24-34-001</a>	REAR SHOCK ABSORBER FLUID LEAK	2022-2023 OUTLANDER AND 2023 OUTLANDER PLUG-IN HYBRID
2/22/2024	<a href="#">TSB-24-11-001</a>	DIFFICULT OR WILL NOT GO INTO "P" WHEN PARKING SWITCH IS PRESSED	2022-2023 OUTLANDER AND 2023 OUTLANDER PLUG-IN HYBRID
3/4/2024	<a href="#">TSB-20-23-001REV3</a>	POTENTIAL TRANSMISSION SHUDDER/SURGE WITH POSSIBLE DTC (CVT-8) - REVISED	2018-2020/2022-2024 ECLIPSE CROSS, 2016-2017 LANCER, 2016-2020/2022-2024 OUTLANDER, 2015-2024 OUTLANDER SPORT/RVR
	<a href="#">TSB-24-37-001</a>	NOISE AND VIBRATION WHEN TURNING THE STEERING WHEEL	2022-2024 OUTLANDER AND 2023-2024 OUTLANDER LUG-IN HYBRID
3/7/2024	<a href="#">TSB-24-54-001</a>	A/C WILL NOT TURN ON WHEN USING SMART PHONE APP FOR REMOTE ENGINE START	2024 ECLIPSE CROSS

### IMPORTANT

Affected new or used vehicle inventory must be repaired before the vehicle is sold or delivered. Dealers must check their vehicle inventory VINs on the Warranty Superscreen to verify whether the vehicle is involved in a recall campaign.

It is a violation of Federal Law for a dealer to sell or deliver a new motor vehicle or any new / used motor vehicle equipment (including a tire) covered by the notification under a sale or lease until the defect or non-compliance is remedied.





# TECHNICAL TRAINING COURSE SCHEDULE

Atlanta Technical Training Center - Southeast Region  
 801 Interstate West Parkway, Lithia Spring, GA 30122  
 (770) 732-3000 Airport: Atlanta (ATL)

March '24				
Monday	Tuesday	Wednesday	Thursday	Friday
26	27	28	29	1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29

April '24				
Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3	4	5
8	MED4	STV4	EL1	EL1
15	PHEVG2TT	PHEVG2TT	PHEVG2TT	PHEVG2TT
22	EECS	EECS	EECS	EECS
29	30	1	2	3

New Jersey Technical Training Center - Northeast Region  
 516 Heron Drive, Swedesboro NJ 08085  
 (856) 467-7100 Airport: Philadelphia (PHL)

March '24				
Monday	Tuesday	Wednesday	Thursday	Friday
26	27	28	29	1
4	MED4	STV4	EL1	EL1
11	MED4	STV4	EL1	EL1
18	CES	CES	CC1	CC1
25	PHEVG2TT	PHEVG2TT	PHEVG2TT	PHEVG2TT

April '24				
Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3	4	5
8	ADAS	ER1	ER1	ER1
15	MED4	STV4	EL1	EL1
22	CES	CES	CC1	CC1
29	30	1	2	3

Course Title	Days	Code	Prerequisites
Engine & Emission Control Systems (ILT)	4	EECS	ES1W, EL1, STV4, MED4, ME3W
Engine Repair (ILT)	3	ER1	ES1W, EL1, STV4, MED4, ME3W
Climate Control (ILT)	2	CC1	ES1W, EL1, STV4, MED4, ME3W
Plug-In Hybrid Electric Vehicle (Virtual)	2	PHEVG2TT	EL1, STV4, MED4, DGPHEVWT
MEDIC4 (Virtual)	1	MED4	ME3W
STV4 (Virtual)	1	STV4	No Prerequisites
Electrical Systems 1 (Virtual)	2	EL1	ES1W
Advanced Driver Assistance Systems (ILT)	2	ADAS21TT	ES1W, EL1, STV4, MED4, ME3W
Chassis Electrical Systems	2	CES22TT	EL1, STV4, MED4, ME3W, ES1W
CVT OVERHAUL PROCEDURES	1	CVT	STV4, MED4, EL1, ATFW

Classes shaded in Green are (V-ILT) Virtual Instructor Led Training

MMNA technical on site training is not shaded

NOTE: CVT training will be provided in two formats.

1. Virtual instructor led training (V-ILT)
2. Face-to-Face in person (F2F).





**MITSUBISHI MOTORS RECOGNIZED BY S&P GLOBAL MOBILITY FOR THE  
“MOST IMPROVED ALTERNATIVE POWERTRAIN LOYALTY TO MAKE FOR 2023”**

**FRANKLIN, Tenn., Feb. 28, 2024** – Mitsubishi Motors North America, Inc. (MMNA) announced today that it has been recognized by S&P Global Mobility for having the “Most Improved Alternative Powertrain Loyalty to Make” for the 2023 calendar year<sup>1</sup>. The award, part of S&P Global Mobility’s 28<sup>th</sup> annual Automotive Loyalty Awards program, honors Mitsubishi’s success in its ability to retain owners to both the brand and either a BEV or hybrid vehicle offering. This award adds to the Mitsubishi Outlander Plug-in Hybrid’s ever-expanding collection of industry honors.

“S&P Global Mobility’s Most Improved Alternative Powertrain Loyalty to Make Award is the latest in a growing assembly of accolades our flagship, the Outlander Plug-in Hybrid, has earned from industry experts, members of the media, and the car-buying public,” said Mark Chaffin, CEO of MMNA. “This award is also further validation of our approach to electrification. MMNA is proud to offer an electric ambassador to EV-curious drivers by showing you can have the best of all worlds while our infrastructure grows to match the demand for electric vehicles.”

The Mitsubishi Outlander Plug-in Hybrid is the perfect stepping-stone from today’s internal combustion engine (ICE) vehicles to tomorrow’s full battery-electric vehicles (BEV). Offering the range and ease of refueling of a conventional gasoline-fueled vehicle, and the clean and quiet motoring of an electric vehicle, the Outlander Plug-in Hybrid answers many of the questions today’s motorists have about tomorrow’s technologies. But its ability to operate on both electricity and gasoline also is the perfect destination vehicle for some customers too.

“In today’s hypercompetitive market, retaining customers is more important than ever, said Joe LaFeir, president, Automotive Insights, S&P Global Mobility. “This year’s Loyalty Awards winners have demonstrated effective marketing strategies that have resonated with customers and led to increased retention rates, which is commendable in this environment.”

