



MITSUBISHI FUSO
TRUCK OF AMERICA, Inc.

2015 Center Square Road
Logan Township, NJ 08085
(856) 467-4500
(856) 467-4695 Fax

What's New



News Alert

Date:

01/21/2016

Headline:

News Alert:

FusoFirst:

Successful

Launch of Web
App and Road
Side Assistance
Program

News Alert: FusoFirst: Successful Launch of Web App and Road Side Assistance Program

**Questions or
Comments:**

[Send E-Mail](#)

We launched FusoFirst (fusofirst.com), the new comprehensive product support program, in November, and already we are seeing impressive engagement with our customers via the mobile web app.

From December 1 to December 31, the FusoFirst web app logged 707 sessions, which represented 506 people (both new and returning). 64% are new users with 36% returning. A returning visitor is just as important as a new user, because ongoing engagement with this application is critical. Please share any feedback with us on this application. Your input will help us continue to improve this important communications channel with the drivers and owners of our trucks.

As a reminder, with FusoFirst, we also introduced 24/7 Emergency Roadside Assistance. This free service is available to FUSO trucks that are within their industry-leading FUSO truck warranty period. A customer who has an issue can call this service directly for free assistance and, if necessary, a free tow to the closest FUSO Service Center. MFTA covers the tow when the truck is under Basic Warranty Coverage and the issue causing the tow is a warranty-covered item. Trucks not in warranty can still contact Roadside Assistance; however, the truck's operator is responsible for the cost of the tow and any service work.

Please remind customers to call 1-866-501-FUSO for Roadside Assistance should they contact your dealership first. Or, as a convenience to your customer, feel free to call Roadside Assistance on their behalf. MFTA will eventually stop reimbursing tows that are not processed through the FUSO Roadside Assistance provider. The Roadside Assistance Program is a highly convenient way for our customers to receive assistance around the clock. And thanks to your input, the service is using towing companies that you recommended for your area.