



State of Wisconsin
Governor Scott Walker

CL-10575595-8168

Department of Agriculture, Trade and Consumer Protection

Ben Brancel, Secretary

INFORMATION Redacted PURSUANT TO THE FREEDOM OF
INFORMATION ACT (FOIA), 5 U.S.C. 552(B)(6)

March 12, 2014

FORD MOTOR CO
STE 331 MD 3NE-B
168000 EXECUTIVE PLAZA DR
DEARBORN MI 48126

MAR 25 2014

RE: File **567427** (Refer to this number when contacting our agency)

██████████
APPLETON WI ██████████

Dear Sir/Madam:

I received a complaint from ██████████ concerning an unsatisfactory transaction with your business. A copy of the complaint is enclosed for your review.

The complaint suggests you may have violated the indicated provision(s) of Wis. Stat., ch. 100:

No person shall make an advertisement, announcement, statement or representation which is untrue, deceptive or misleading to induce a sale.
Wis. Stat. § 100.18(1)

Violations of this law can result in civil or criminal prosecution by the State of Wisconsin. Also, any person who suffers a monetary loss because of Wis. Stat., ch. 100 violations may sue for damages. Copies of Wisconsin rules and statutes are available on the Wisconsin State Legislature website: legis.wisconsin.gov.

I am providing you with an opportunity to review ██████████ complaint and comment on this matter before I investigate further. Please reply to me in writing within two weeks about the facts and allegations of the complaint. Attach any documents that you think are relevant in supporting or explaining your position. Be sure to include a statement of your position concerning the resolution of the complaint.

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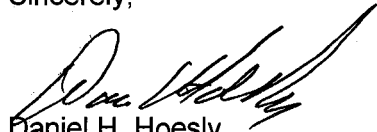
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FORD MOTOR CO
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MARCH 12, 2014

Your written response will assist me in making the correct enforcement decision. In addition, your response will document your side of the story and be included in the Department's records.

Thank you for your cooperation.

Sincerely,



Daniel H. Hoesly
Consumer Protection Investigator
Complaint Administration
Bureau of Consumer Protection
FAX: 608 224-4939
E-mail: Daniel.Hoesly@wisconsin.gov
 www.facebook.com/wiconsumer

Enc.:

C: NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
US DEPARTMENT OF TRANSPORTATION
WEST BUILDING
1200 NEW JERSEY AVE SE
WASHINGTON DC 20590

Telephone: 888-327-4236 or 202 366-0123
Website: www.nhtsa.dot.gov

CENTER FOR AUTO SAFETY
STE 330
1825 CONNECTICUT AVE NW
WASHINGTON DC 20009

Telephone: 202 328-7700

DATCP Hotline

From: [REDACTED]
Sent: Friday, February 28, 2014 5:50 PM
To: DATCP Hotline
Subject: DATCP Web: Online Consumer Complaint Form

Complaint or inquiry received via email/Internet by the Wisconsin Department of Agriculture, Trade, and Consumer Protection. This complaint and the information provided will be used in efforts to resolve the problem and will typically be shared with the party complained against. It may also be used to enforce applicable state laws. Under Wisconsin's Open Records Law, Wis. Stats. sec. 19.31, this complaint will be available for public review upon request.

Today's Date:	2/28/2014
Your information:	
Title:	Mr
First name:	[REDACTED]
Middle initial:	[REDACTED]
Last name:	[REDACTED]
Email address:	[REDACTED]
Verify email address:	[REDACTED]
Street address:	[REDACTED]
Address line 2, or Apt #:	
PO Box:	
City:	Appleton
State:	WI
ZIP code:	[REDACTED]
County:	USA
Home phone:	
Work phone:	
Cell phone:	[REDACTED]
Phone me between 8:00 a.m. and 4:00 p.m. at:	Cell
Best time to call:	3:00 pm
Information about the business your complaint is against:	
Business name:	Ford Motor Company

Business address:	
Address line 2, or Suite #:	
PO Box:	P.O. Box 6248
City:	Dearborn
State:	MI
ZIP code:	48126
County:	USA
Business email address:	
Business website address:	
Telephone:	
Name of the person you talked to:	
Title of the person you talked to:	
What product or service did you buy?	2001 Ford Focus ZX3
Information about your complaint:	
Which of the following best describes your first contact with the business?	I telephoned the business
When did your first contact with the business occur?	02/14/2014
How old is the person who had contact with the business?	18-61
Was the item advertised?	Yes
When?	12/01/2010
Where?	Sunshine Auto in Menasha, WI
Did you sign a contract/agreement?	Yes
Date you signed the contract/agreement:	12/01/2010
Contract/agreement number:	I probably signed something when we bought the car.
Where were you when you signed the contract/agreement?	Sunshine Auto - Menasha, WI
Amount paid:	about \$4,000
Payment method:	Cash
Where did you pay the business?	At the place of business
Did you contact the business about your complaint?	No

Date you contacted the business:	
What happened?	
Have you filed this complaint with another agency?	No
Agency name:	
What happened?	
Have you contacted a private attorney?	No
Have you started court action?	No
Please describe your complaint. The vehicle is a lemon, plain and simple. I have owned this car four about 4 years and in the past 2 years alone \$2,000 in non-routine repairs have been put into it. Every time there is an issue that it gets taken in for, the problem is never fully fixed or it reverts shortly after. This car has TERRIBLE and DANGEROUS electrical issues that Ford acknowledges via their ->recalls<- that were sent out on my car. I called Ford about the recalls (there were about 6 of them) and they said if I had called within 3 years or 36k miles they could help me... But I bought the car used from a dealership and it was already past those criteria, so I am stuck with a lemon that is dangerous and costly. My car was smoking and the wiring was starting on fire last year (one of the recalls) Car-X in Kimberly, WI wouldn't even work on it. They said if I wanted it fixed I needed to take it to Ford, so we took it to Bergstrom Ford and \$500 later its still having the same issue it was before. I was told recently to get it even running it will be \$700 for a new alternator and that won't even solve the problem, it needs all new wiring. After having dash lights go out 3 times, tail lights go out 3 times, no cruise control or any functioning lights inside the car while pouring money into it, this is getting a little old.	
How do you feel this complaint should be resolved? I ultimately would like to get a new vehicle. I've been told by multiple people it will cost more than the car is worth to fix it since it's a manufacturer faulty electrical system. More than one person has told me to just scrap the car. If not, Ford should be responsible for FIXING the car fully and REIMBURSING me the money that was put into "fixing" their manufacturing error numerous times. I told Ford I was considering seeking legal action, but realized they would just have a better lawyer than me so why even bother. That is why I am contacting you. Considering the danger this car has put me in dying on me in the middle of the street more than once, resulting in me nearing getting hit by other cars, I don't feel confident in this car anymore and would hesitate to own a Ford again in the future. It should be noted this car was bought from Sunshine Auto in Menasha which I have heard has been shut down on different occasions for selling trash tier vehicles. If this is an avenue that needs to be explored also then so be it. also I am not sure what to upload here so suggestions are welcome. Thank you for your time and reading this super long message.	

By submitting this form, I state that the information contained is true and accurate to the best of my knowledge.



**Department of Agriculture,
Trade & Consumer Protection**

2811 Agriculture Drive
PO Box 8911
Madison WI 53708-8911

RETURN SERVICE REQUESTED

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03/18/2014

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