

NWS-200



CL-10617517-2468

Date: July 7, 2014

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

NHTSA Headquarters
1200 New Jersey Avenue, SE
West Building
Washington, DC 20590

JUL 16 2014

Dear Sir or Madam,

I am enclosing correspondence with Ford Motor Company regarding a recall received in April 2014 (Safety Recall 05S28 - Speed Control Deactivation Switch Fire) for our F150 Ford Truck, vin# 2FTRX18L31C [REDACTED]. The vehicle was repaired by a local mechanic prior to receiving the recall notice as it was a serious fire hazard. The local dealer (Legacy Ford in LaGrande, Oregon) has been helpful in trying to get reimbursement for this repair. Ford has been very unhelpful and has not followed their own procedures as documented in their General Recall Reimbursement Plan as filed with NHTSA. Please investigate this matter. If this is occurring frequently, then Ford is clearly violating their recall reimbursement agreement plan with NHTSA.

[REDACTED]

ET
72814
SMD

[REDACTED]
[REDACTED] • Long Creek, OR [REDACTED]

Date: July 7, 2014

Customer Service Division
Ford Motor Company
P.O. Box 1904
Dearborn, MI 48121

Dear Sir or Madam

I received a recall notice in April 2014 (Safety Recall 05S28 - Speed Control Deactivation Switch Fire) for Our F150 Ford Truck, vin# 2FTRX18L31C [REDACTED]. We had already had to have this repaired in March 2014 prior to receiving the recall notice as it started smoking and was at serious risk of causing a fire. Please see the attached copy of the paid invoice #3411 from Frontier Equipment. I called our "local" Ford dealership (Legacy Ford in LaGrande, Oregon) and talked to Lonny the same week I received the recall notice in April. I asked for reimbursement for this repair, then supplied the copy of the receipt and after a couple of weeks was told payment was forthcoming. June 25, I realized that I had not received payment and called again. Lonny had run into difficulties with the reimbursement and called his customer support person and was told that I had to submit this paperwork directly myself see attached note from him on the attached paperwork. The recall information (Recall Reimbursement Plan for 05S28) EXPLICITLY states "customers must submit any refund requests through their dealership" which is what I have done. Lonny at the dealership was EXPLICITLY told by customer service that he could not pay this refund and we must submit directly to Ford which is contrary to what the your recall paperwork states. This is a prime example of non-customer service on your part. I believe that you are making this process much more difficult than it should be. It is challenging enough to get info back and forth to my "local" dealership as I live over 100 miles of back country roads away. Please send a check for the reimbursement immediately.

Sincerely
[REDACTED]

Cc - National Highway Transportation Safety Administration with all attachments



Ford Motor Company
Ford Customer Service Division
P.O. Box 1904
Dearborn, Michigan 48121

179 / 17 / 000803687 / 2197



April 2014

LONG CREEK, OR

2001 F-150 Ford Truck
Vehicle ID#: 2FTRX18L31C

***** IMPORTANT SAFETY RECALL REMINDER *****
(RECORDATORIO IMPORTANTE PROGRAMA DE SEGURIDAD)

According to our records, your 2001 F-150 Ford Truck needs an important safety recall repair. We urge you to have the free repair performed at your local dealership as soon as possible.

You received this notice because our records, which are based primarily on state registration and title data, indicate that you are the current owner.

KEY INFORMATION

- Your vehicle contains a potential underhood fire risk (riesgo de incendio)
- Your safety is important to us. Schedule an appointment to have the service procedure completed
- This procedure will be performed **free of charge**
- *Si necesita ayuda o tiene alguna pregunta, por favor llame al Centro de Relación con Clientes al 1-866-436-7332 y presione 2 para Español*

Recall Number and Description: Safety Recall 05S28 – Speed Control Deactivation Switch Fire

What is the issue? Ford cannot be confident that after many years in service, the speed control deactivation switch installed in your vehicle will not leak, posing the risk of an underhood fire. **Until this repair is performed, a fire could occur at any time. A fire can occur even if the key is not in the ignition, and can occur even if the speed control system is never used.** Until your vehicle is repaired, please park your vehicle away from structures to prevent a potential underhood fire from spreading.

What are we asking you to do? Please contact your dealer to schedule an appointment to have this important service procedure completed. If you do not already have a servicing dealer, you can access www.Fordowner.com for dealer addresses, maps, and driving instructions.

The vehicle owner is responsible for having this service action performed. Ford Motor Company may deny reimbursement for any vehicle damage that may result from failure to have this recall performed on a timely basis. Therefore, please have this recall performed as soon as possible.

541-962-0923
866-847-2155

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17/000803687
1 of 2

OSU

LONNY

**Service
Assistance:**

If you have additional questions, please contact the Ford Motor Company Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Office Hours are Monday through Friday: 8:00AM - 5:00PM (Your Local Time).

If you wish to contact us through the Internet, our address is: www.Fordowner.com.

Para asistencia en Español:

Si necesita ayuda o tiene alguna pregunta, por favor llame al Centro de Relación con Clientes al 1-866-436-7332 y presione 2 para Español.

If your authorized dealer has recently completed this recall repair, please disregard this reminder.

If you are not the current owner, and you have an address for the current owner, please forward this letter to the new owner

We apologize for any inconvenience this may cause and want to assure you that, with your assistance, we will correct this condition. Our commitment, together with your dealer, is to provide you with the highest level of service and support.

Thank you for your attention to this important matter.

Ford Customer Service Division

FRONTIER EQUIPMENT

P.O. BOX 602
MT. VERNON, OR 97865
541-932-4777

Invoice

Date	Invoice #
3/17/2014	3411

Bill To
[REDACTED]
LONG CREEK, OR
[REDACTED]

PAID
03/25/2014

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
	01 Ford F-150 LP 119 ENA Mileage 141062 <i>2FTRX18L3C</i> [REDACTED]		
	Cruise Control Disconnect Switch	29.65	29.65
	Wire ASY	45.57	45.57
	ATF	1.50	1.50
1	Labor to repair cruise Control Disconnect Switch, Labor to check battery and service battery ends. Labor to test alternator. Labor to start and check operation.	75.00	75.00
	Shop Supplies	5.00	5.00
	Freight	10.00	10.00
		Total	\$166.72

Ford Motor Company
Recall Reimbursement Plan for 05S28

Ford Motor Company has historically reimbursed customers for expenses to remedy a safety recall defect or noncompliance that were incurred before the customer was notified of the recall. These reimbursements have been processed through our dealer network, because our dealers are in the best position to quickly and efficiently satisfy these requests. We will continue to provide this service to our customers. However, new federal legislation now requires all motor vehicle manufacturers to establish processes through which customers may alternatively seek recall reimbursement directly from the manufacturer as well as from the dealers.

Regarding the specific reimbursement plan for Recall # 05S28, owners who have paid for service to remedy the defect or noncompliance must have had that service performed prior to October 10, 2007 (the "ending date" referred to in the letter below). After this date, if repairs related to this recall are performed by a non-Ford repair facility in an emergency situation, customers must submit any refund requests through their dealership. As required by this federal regulation, Ford Motor Company submitted the details of its General Recall Reimbursement Plan in a letter to the National Highway Traffic Safety Administration (NHTSA) in February 2003. The following is the text of that letter and the Plan:

General Recall Reimbursement Plan
(As submitted to the NHTSA)

Pursuant to the requirements set forth in 49 CFR Part 573 and Part 577 of the Code of Federal Regulations, Ford Motor Company (Ford) is submitting required information pertaining to our general reimbursement plan for the cost of remedies paid for by vehicle owners before they are notified of a safety recall.

As the agency is aware, prior to this rule Ford has routinely reimbursed owners for the cost of such pre-notification remedies. Our practice will continue under the new rule with a few minor modifications. Set forth below is Ford's general reimbursement plan to reimburse owners and purchasers for costs incurred for remedies in advance of notification of potential safety-related defects or noncompliance pursuant to Part 573.6(c)(8)(i).

Reimbursement Notification

Ford's notice to a vehicle owner in accordance with 49 CFR Part 577 will indicate that Ford is offering a refund if the owner paid to have service to remedy the defect or noncompliance prior to an ending date. In accordance with Part 573.13 (c)(2), this ending date will be defined as 10 calendar days after the date on which Ford mailed the last of its Part 577 notifications to owners, and will be indicated in the specific reimbursement plan available to owners for an individual recall. This notice will direct owners to seek eligible reimbursement through authorized dealers or, at their option, directly through Ford at the following address:

Ford Motor Company
P.O. Box 1904
Dearborn, MI 48121

Ford notes that this rule allows for the identification of a beginning date for reimbursement eligibility. Under the rule, an owner who paid to remedy the defect or noncompliance prior to the identified beginning date would not be eligible for reimbursement. Ford generally has not established such a beginning date for reimbursement eligibility and does not presently anticipate changing this general policy; however, in any case where Ford determines a beginning date is appropriate, Ford will indicate that date in the owner notice.

Costs to be Reimbursed

For vehicles, reimbursement will not be less than the lesser of:

- The amount paid by the owner for the remedy, or
- The cost of parts for the remedy (to be no more than the manufacturer's list retail price for authorized parts), plus associated labor at local labor rates, miscellaneous fees (such as disposal of waste) and taxes

For replacement equipment, reimbursement will be the amount paid by the owner for the replacement item (limited by the amount of the retail list price of the defective or noncompliant item that was replaced, plus taxes, where the brand or model purchased by the owner was different than the brand or model that was the subject of the recall). If the item of motor vehicle equipment was repaired, the reimbursement provisions identified above for vehicles will apply.

Ford notes that costs incurred by the owner within the period during which Ford's original or extended warranty would have provided for a free repair of the problem will not be eligible for reimbursement, as provided by Part 573.13 (d)(1).

Entities Authorized to Provide Reimbursement

Ford will continue to use authorized dealers to reimburse owners under the specific reimbursement plans for a particular recall, and will encourage owners to pursue requests for reimbursement directly through dealers to expedite reimbursement. Ford will also provide a mailing address to which customers can, at their option, send requests for reimbursement directly to Ford, as previously noted. Requests for reimbursement sent directly to Ford may take up to 60 days to process. Whether the owner chooses to pursue reimbursement requests through a dealer or directly through Ford, the owner will be directed to submit the required documentation, upon which reimbursement eligibility will be determined.

Required Documentation

The reimbursement determination will depend upon the information provided by the customer. Consistent with Part 573.13(d)(4) the following information must be submitted:

- Claimant name and address
- Vehicle make, model and model year
- Vehicle identification number (VIN) and, for replacement equipment, a description of such equipment or, for tires, the model, size and TIN (DOT code)
- Identification of the recall number (either the Ford recall number or the NHTSA recall number)
- Identification of the owner of the recalled vehicle at the time that the pre-notification remedy was obtained
- An original receipt for the pre-notification remedy that includes a breakdown of the amount for parts, labor, other costs and taxes, including costs for the replacement item. Where the receipt covers work other than to address the recall or noncompliance, Ford may require the claimant to separately identify costs that are eligible for reimbursement.
- If the remedy was obtained during the warranty period, documentation indicating that the warranty was not honored or the warranty repair did not correct the problem related to the recall.

Failure to submit all of the above information may result in denial of the reimbursement request.

ERROR: undefined
OFFENDING COMMAND: PS

STACK: Additional Information

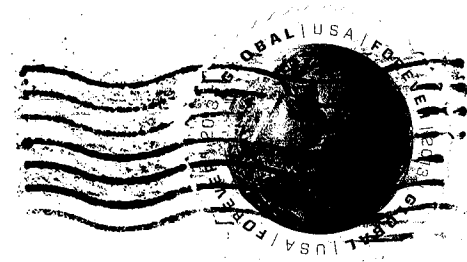
The Part 577 required owner notice will provide a toll-free telephone number through which specific information about the reimbursement plan can be requested from Ford.

This general reimbursement plan will be incorporated into notifications pursuant to Part 573.6 by reference. Information specific to an individual recall also may be incorporated into the Part 573.6 notification.

6/25/14 12:30 PM
I Lonny L. Henry called the special service support center and talked
To [REDACTED]. She told me the customer needs to submit for Reimbursement Then
Self. By mailing required documents to Ford Motor Company
P.O. Box 1904
Dearborn, MI 48121

For Assistance call customer service at 1-800-392-3673

Long Creek, OR



NHTSA Headquarters
1200 New Jersey Ave, SE
West Building
Washington D.C. 20590

