



State of Wisconsin
Scott McCallum, Governor

COPIED

Department of Agriculture, Trade and Consumer Protection
James E. Harsdorf, Secretary

May 9, 2002

FORD MOTOR CO
STE 331 MD 3NE-B
16800 EXECUTIVE PLAZA DR
DEARBORN MI 48126-4207

566143

RECEIVED
OFFICE
OF THE
ATTORNEY GENERAL
MAY 10 2002

RE: **File 401845** (Refer to this number when contacting our agency)

BIG BEND WI

Dear Sir/Madam:

I received a complaint from [REDACTED] regarding an unsatisfactory transaction with your business.

I am forwarding a copy of this complaint to you. After reviewing the complaint, please send your written response to [REDACTED] and to our office within two weeks.

Your written response is important so your position can be included in the Bureau's permanent record.

Thank you for your cooperation and prompt response. Please contact me if you have any questions.

Sincerely,

Trina L. Kluever
Consumer Specialist

BUREAU OF CONSUMER PROTECTION

Voice Mail: 608-224-4996/Fax: 608-224-4939

E-Mail: trina.kluever@datcp.state.wi.us

Enc.:

- C: Wisconsin Department of Transportation
Center for Auto Safety
National Highway Traffic Safety Administration

CR202
8-14



Department of Agriculture, Trade and Consumer Protection

Consumer Complaint

APR 29 2002

To Businesses:

We encourage consumers to use this form when they first contact you with a problem.
Please take this opportunity to promote your business by quickly working out this dispute.

1. How do we contact you?

Name: [Redacted] (first) [Redacted] (middle) [Redacted] (last)
Ms. ()

Home Phone: [Redacted] Work Phone: [Redacted] ext. [Redacted] or () ext. [Redacted]

Phone me between 8:00 A.M. and 4:00 P.M. at: (circle one) Home Cell Best time: 9:30-9:45 12:00-12:15
2:30-2:45

Address: [Redacted] PO Box: [Redacted] Apt.# [Redacted]

City: Big Bend State: WI Zip: [Redacted] County: Waukesha

2. What business is your complaint against?

Name of business: FORD Motor Co.

Address: [Redacted] PO Box: [Redacted] Apt.# [Redacted]

City: [Redacted] State: [Redacted] Zip: [Redacted] County: [Redacted]

Phone: () Name of person you talked to: [Redacted] Title: [Redacted]

Information about your complaint

3. Which of the following best describes your first contact with the business: (check one)

- | | |
|---|---|
| ☐ Person from business came to my home | ☐ I went to the business |
| ☐ Person from business called me | ☐ I telephoned the business |
| ☐ Business sent me information in the mail | ☐ I responded to a radio or TV ad |
| ☐ I attended a convention or trade show | ☐ I responded to a printed advertisement |

4. When did the first contact occur? month: [Redacted] day: [Redacted] year: [Redacted]

5. How old is the person who had contact with the business? Age: (circle one) 0-17 18-61 62 or older

6. What product or service did you buy? (please be specific) 2000 Ford F350 Lariat Crew Cab

7. Was it advertised? (circle one) No Yes Date: [Redacted] Where: [Redacted]

8. Did you sign a contract? (circle one) No Yes Date: 2/14/00 Number on contract, policy or receipt NT9106

9. If yes, where were you when you signed the contract? Soerens Ford, INC

10. Amount paid: \$ 40,952.59 by: (circle one) cash check credit card financed other plan + Trade In

11. Where did you pay the business: (check one)

- | | |
|--|--|
| ☐ At my home | ☒ At the company's place of business |
| ☐ Over the telephone by credit card | ☐ At a convention or trade show |
| ☐ By mail | ☐ In someone else's home |

12. Did you contact the business about your complaint? X Yes [Redacted] No When? 2/18/2002 1:28 P.m. What happened? 2nd Attempt They contacted the dealership

13. Have you filed this complaint with another agency? X Yes [Redacted] No Agency name? Dispute Settlement Board What happened? See They cannot review my concern letter

14. Have you contacted a private attorney? X Yes [Redacted] No Have you started court action? X Yes [Redacted] No

IMPORTANT: More questions on the back page (over)

15. Describe your complaint in detail. There is excessive BLUE Smoke from the tailpipe of my truck during cold start up. Five gone to 3 different dealers 11 times and. The problem still exists. The engine has been pulled out torn down & put back in. Now there are parts missing, heat shields torn, and there was even an oil leak after the injector seals were replaced. I have NO confidence in this truck anymore.

16. How do you feel your complaint should be resolved? (please be specific) I do NOT want this truck anymore even if it could be fixed in the future. I want a NEW Truck

This complaint and the information you provide will be used in efforts to resolve your 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, this complaint will be available for public review upon request, after this department's action is completed.

The above information is true and accurate to the best of my knowledge.

Your signature: _____

Date: 4/25/02

Return this form and copies of your papers to our office located nearest to the business:

NORTHWEST REGIONAL OFFICE	SOUTHEAST REGIONAL OFFICE	NORTHEAST REGIONAL OFFICE	SOUTHWEST REGIONAL OFFICE
3610 Oakwood Hills Pkwy	10930 W Potter Rd Ste C	200 N Jefferson St Ste 146A	PO Box 8911
Eau Claire WI 54701	Milwaukee WI 53226-3450	Green Bay WI 54301	Madison WI 53708-8911
(715) 839-3848	(414) 266-1231	(920) 448-5110	(608) 224-4960
FAX: (715) 839-1645	FAX: (414) 266-1235	FAX: (920) 448-5118	FAX: (608) 224-4963

If the business is located outside of Wisconsin return this form to our Consumer Information Center:

DATCP - CONSUMER INFORMATION CENTER
PO Box 8911
Madison WI 53708-8911
(800) 422-7128

FAX: (608) 224-4939 TDD: (608) 224-5058
EMAIL: datcpHotline@datcp.state.wi.us
WEBSITE: <http://datcp.state.wi.us/>



DISPUTE SETTLEMENT BOARD APPLICATION

Please print (in black ink) or type.

Owner/Lessee Name ☒ Mr. ☐ Mrs. ☐ Ms. [Redacted]

Address [Redacted]

City Big Bend State WI Zip [Redacted] Vehicle I.D. No. 1FTSW31E8YE

Cell Phone [Redacted] Ext. [Redacted] Home Phone [Redacted]

Vehicle Year 2000 Make Ford Model F350 Crew Cab Acquired: New ☒ Used ☐ Leased ☐

Date Purchased/Leased 2/16/00 Current Mileage 40,200

How did you hear about the Dispute Settlement Board process?

- ☐ Ford 800 # ☐ State or Federal agency ☒ Dealer ☐ Factory Representative

Selling Dealer Soerens Ford Inc. City Brookfield

Servicing Dealer Gencus Ford Soerens Ford 3rd Balger Truck Center City 1st Lake Gencus and Brookfield 3rd Milwaukee

1. Briefly describe your unresolved service concern(s) below: (Attach legible copies of applicable repair orders or other documents that support your complaint. Keep the originals for your records.)

Excessive BLUE Smoke from tailpipe at cold start up.
I've been to 3 different dealers 11 times and
the problem still exists. The engine has been pulled
out torn down & put back in. Now there are parts missing, heat
shields torn and there was even an oil leak after the
injector seals were replaced. I have NO confidence in the

2. How many times has the vehicle been in for the same warranty repair? 11 Truck

First repair attempt: Date 10/3/01 Mileage 30,635

Last repair attempt: Date 3/16/02 Mileage 38,759

3. How many calendar days has the vehicle been out of service for warranty repairs? 40

4. Have you recently contacted your dealer about this concern? Yes ☒ No ☐ Individual's name Steve Cell Bad. Truck

5. Does the stated warranty concern now exist? Yes ☒ No ☐ Jeff Lennie Soerens Ford

6. Would you like to make an oral presentation to the Board? Yes ☒ No ☐ Deborah Fell Gencus Lakes Ford

If yes, would you like to make it in person: ☒ or by teleconference ☐

7. Describe what you want done to resolve your concern:

I do not want this truck anymore even if it
could be fixed in the future. I want a NEW
Truck.

DISPUTE SETTLEMENT BOARD - a voluntary, free, independent dispute settlement program -

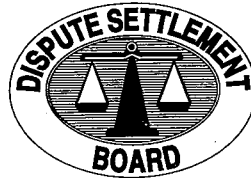
Signature [Redacted]

Date 4/10/02

Mail this completed form, and any supporting documents to:

Dispute Settlement Board
P.O. Box 5120
Southfield, MI 48086-5120

DSB Headquarters
P.O. Box 5120
Southfield, MI 48086 - 5120



April 17, 2002

[REDACTED]
[REDACTED]
Big Bend, WI [REDACTED]

Dear [REDACTED]

Subject : 2000 Ford F-350

This letter is to acknowledge the receipt of your application to have your concern resolved by the Dispute Settlement Board. We regret to advise you that the concern stated in your application does not fall within the jurisdiction of the Board. Furthermore, it will not be reviewed, because it is beyond applicable new vehicle warranty.

Although the Board cannot review your concern, we suggest that you discuss it with the Dealer Principal or General Manager at your dealership, if you haven't already done so. If the problem still remains, you may contact the Ford Customer Assistance Center at 1-800-392-3673 (FORD) for further assistance.

Sincerely,

DSB Administration

VIN: 1FTSW31F8YE [REDACTED]

[illegible]



DEBORAH FELL
Service Manager

GENEVA LAKES FORD, INC.
P.O. Box 177 W2542 Hwy. 120 E.
Lake Geneva, Wisconsin 53147

Bus. Phone (262) 248-6221
FAX (262) 248-1670



Jeff Lennie
Service Manager

WISCONSIN'S OUTSTANDING FORD DEALER
EST. 1917



"HOME OF THE NICE GUYS"

SOERENS FORD inc.

(262) 781-9800

Direct Line (262) 790-5124

18900 WEST CAPITOL DR., BROOKFIELD, WI 53005
www.soerensford.com • FAX (262) 781-0519

Steve Cell
Service Manager

Badger Truck Center
2326 West St. Paul Ave. P.O. Box 153
Milwaukee, WI 53201
(414) 344-9500 1-800-248-8752

THE ATTACHMENTS TO THIS
DOCUMENT HAVE BEEN REMOVED
TO PROTECT UNWARRANTED
INVASION OF PERSONAL PRIVACY
PURSUANT TO EXEMPTION 6 OF
THE FREEDOM OF INFORMATION
ACT (FOIA), 5 U.S.C. 552(b)(6).