
From: Whitens, Mike (M.J.)
Sent: Saturday, May 29, 2010 5:59 PM
To: Mascarenas, Paul (P.A.); Fisher, Marcy (M.J.)
Cc: Whitens, Mike (M.J.); Maraffino, Colleen (C.); Pinter, Wendy (W.L.); Aselage, Jane (J.M.); Nevi, Raymond (R.A.); Schneider, Michelle (M.)
Subject: Floor Mat Installation Instructions found at Ford Accessories.com

Attachments: Floor Mats.pdf; sk-ar3j-63130d00-aa--all.pdf; CD33X-Mat-Study.ppt; com_floor-mat.post.pdf; com_floor-mat.hook.pdf

On Friday, our team worked with Ray Nevi from ASO to analyze our vehicles and verify again that the Fusion vehicle in question did not have any issue when the accessory mat was installed properly. We also did a survey of our vehicles as well as a number of competitive vehicles on Friday evaluating their clearances to accelerator pedal. This data indicates that many vehicles of other OEM's can have contact with the pedal if you incorrectly install an all-weather mat(8mm to 12mm thick depending upon location) on top of the existing floor mat in the vehicle. This data was forwarded to Ray Nevi who is compiling it along with his team's survey data into a consolidated Ford document. I have included our raw data from evaluation which Wendy Pinter led for our team in the file below.

In addition, we have confirmed with Vehicle Personalization that the Fusion All Weather Mats have the following instructions molded into the mat as follows: "Do not place on top of existing floor mats". We also checked the base vehicle owners manual and it did not have instructions in it, but did refer me to the website www.FordAccessories.com. At the website we have the following instructions outlined in the PDF's below. They clearly state to remove existing floormat and highlight in the next sentence that "failure to do this could result in an interference with the foot controls". Wendy verified the kit released for all weather mats in WERS have instruction sheets included...here are PDF examples from our accessory website:



Floor Mats.pdf (1 MB)



sk-ar3j-63130d00-aa--all.pdf (... MB)



CD33X-Mat-Study.ppt (1 MB)

In addition, Wendy Pinter, forwarded the following PDF's which will be in the 2011 Fusion owners manual. They are below:



com_floor-mat.post.pdf (35 KB)...



com_floor-mat.hook.pdf (35 KB)...

Please let me know if you have any other questions. Ray Nevi, ASO, is putting together our total Ford data to respond to NHTSA. Thanks.

US Installation Instructions - Kit - Floor Mat

E Instrucciones de Instalación - Juego - Tapetes De Piso

F Instructions d'installation des tapis de sol



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Mercury

Subject to alteration without notice
Reservadas modificaciones tecnica
Sous réserve de modifications techniques

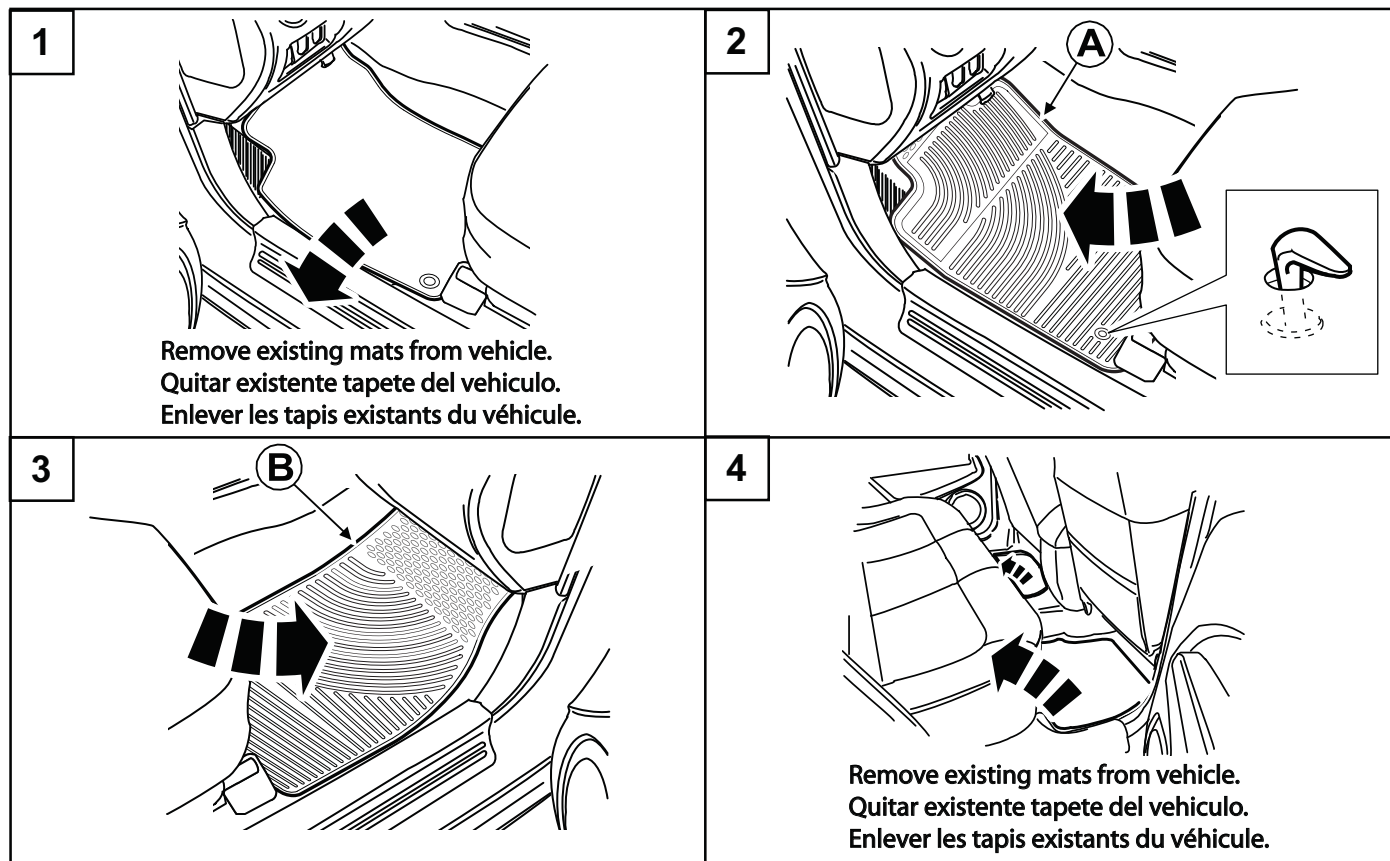
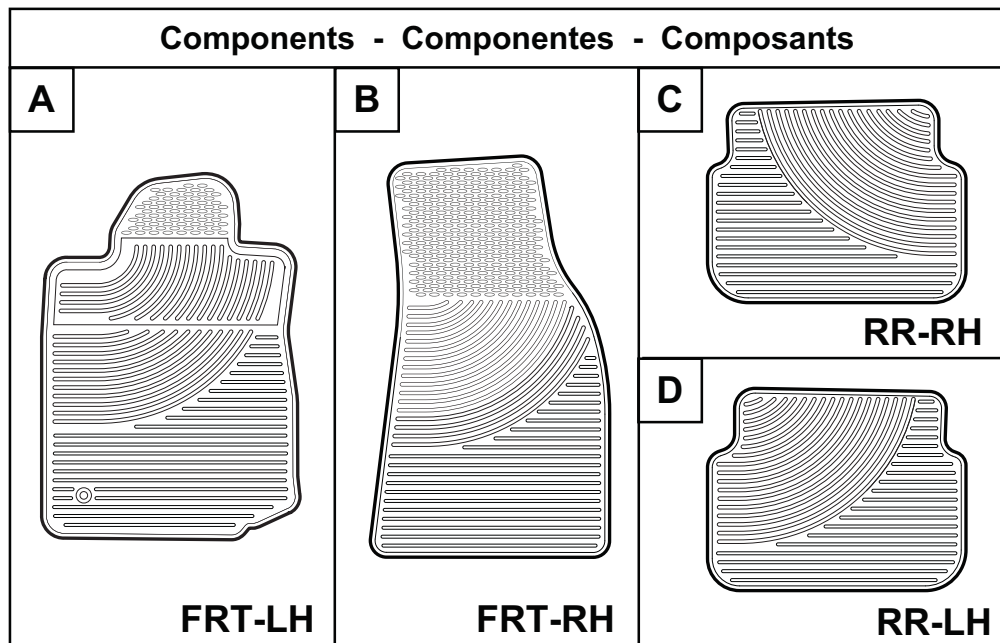
 **PERSONAL INJURY**
LESIONES PERSONALES
RISQUE DE BLESSURE

 **VEHICLE DAMAGE**
DAÑOS AL VEHICULO
DOMMAGE POSSIBLE
AU VEHICULE

 **CORRECT**
CORRECTO
CORRECT

 **INCORRECT**
INCORRECTO
INCORRECT

 **SEE MANUAL**
VER MANUAL
VOIR LE MANUEL



Installation Questions? Contact Supplier in U.S.A.

?Preguntas de instalación, Contacto al surtidor e U.S.A.

Questions pour installation? Contacter le fabricant aux U.S.A.

1-866-FLORMAT

FAX

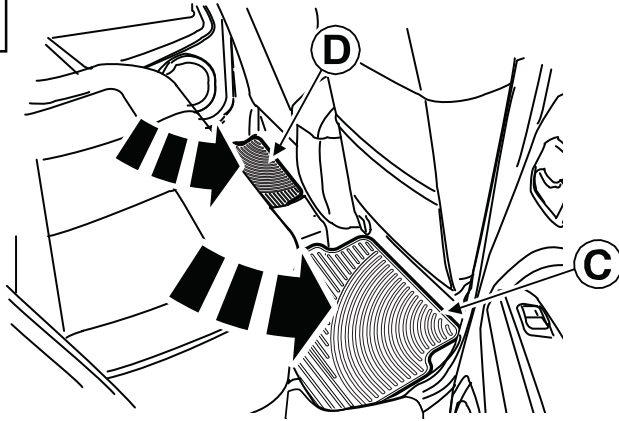
FAX

FAX

1-847-473-9069



5



1. Move driver's seat to rearmost position.
 2. Remove existing mats from vehicle.
⚠ Failure to do this could result in an interference with the foot controls.
 3. Position mat under pedals.
 4. Lift rear corners of the mat away from the floor. Slide mat rearwards until hole in the floormat is directly over the hook located on the carpet.
 5. Install mat to carpet, hooking the mat on the hook and slide forward until floormat is "locked" in place.
- USAGE**
6. To remove mat, pull mat toward driver's seat and upwards off the hook.

1. Deslice el asiento del lado del conductor a la ultima posición.
 2. Quitar existente tapete del vehículo.
 - ⚠ Falta de hacer esto puede resultar en interferencia con controles del pie.
 3. Coloque en posición el tapete debajo de los pedales.
 4. Levante las esquinas posteriores del tapeta alejándolas del piso, deslice el tapete hacia atrás hasta que los onficios del mismo estén directamente sobre los ganchos que se encuentran en la alfombra.
 5. Instale el tapete en la alfombra, enganchandolo y deslizándolo hasta que se "trabe" en su lugar.
- USO**
6. Para quitar el tapete, jálelo hacia el asiento del conductor y hacia arriba, quitándolo de los ganchos.

1. Reculer le siège du conducteur le plus possible.
 2. Enlever les tapis existants du véhicule
 - ⚠ Si vous ne le faites pas vous risquez une interférence avec l'usage des pédales.
 3. Placer le tapis sous les pédales.
 4. Soulever les coins arrière du tapis en les écartant du sol. Glisser le tapis vers l'arrière jusqu'à ce que les trous du tapis soient directement au-dessus des crochets de moquette.
 5. Installer le tapis sur la moquette en l'accrochant sur les crochets et en le glissant vers l'avant jusqu'à ce qu'il soit "bloqué" en place.
- UTILISATION**
6. Pour retirer le tapis, le tirer vers le siège du conducteur et vers le haut pour le dégager des crochets.

Congratulations!

You've purchased a Genuine Ford Brand Accessory designed, engineered, and built specifically for your Ford Motor Company vehicle. We have made every effort to ensure that the Splash Guards are top quality in terms of fit, durability, finish and ease of installation.

At Ford Customer Service Division,
customer satisfaction is our number one priority!

Felicitaciones!

Usted ha comprado un Accesorio marca Ford Genuine, diseñado y construido específicamente para su vehículo de Ford. Nosotros hemos realizado todos los esfuerzos necesarios para que este guardafangos sea de la mejor calidad en cuanto a ajuste durabilidad acabado y facilidad de instalación.

En la División de Atención al Cliente de Ford,
la satisfacción del cliente es nuestra principal prioridad!

Félicitations!

Vous avez d'acheter des accessoires de marque Ford spécialement conçu et fabriqué pour votre véhicule. Nous avons fait tout le nécessaire pour que ces tapis de soient de la plus haute qualité en termes d'ajustement, durabilité, aspect et facilité d'installation.

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US Installation Instructions - Kit - Floor Mat

E Instrucciones de Instalación - Juego - Tapetes De Piso

F Instructions d'installation des tapis de sol



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VEHICLE DAMAGE
DAÑOS AL VEHICULO
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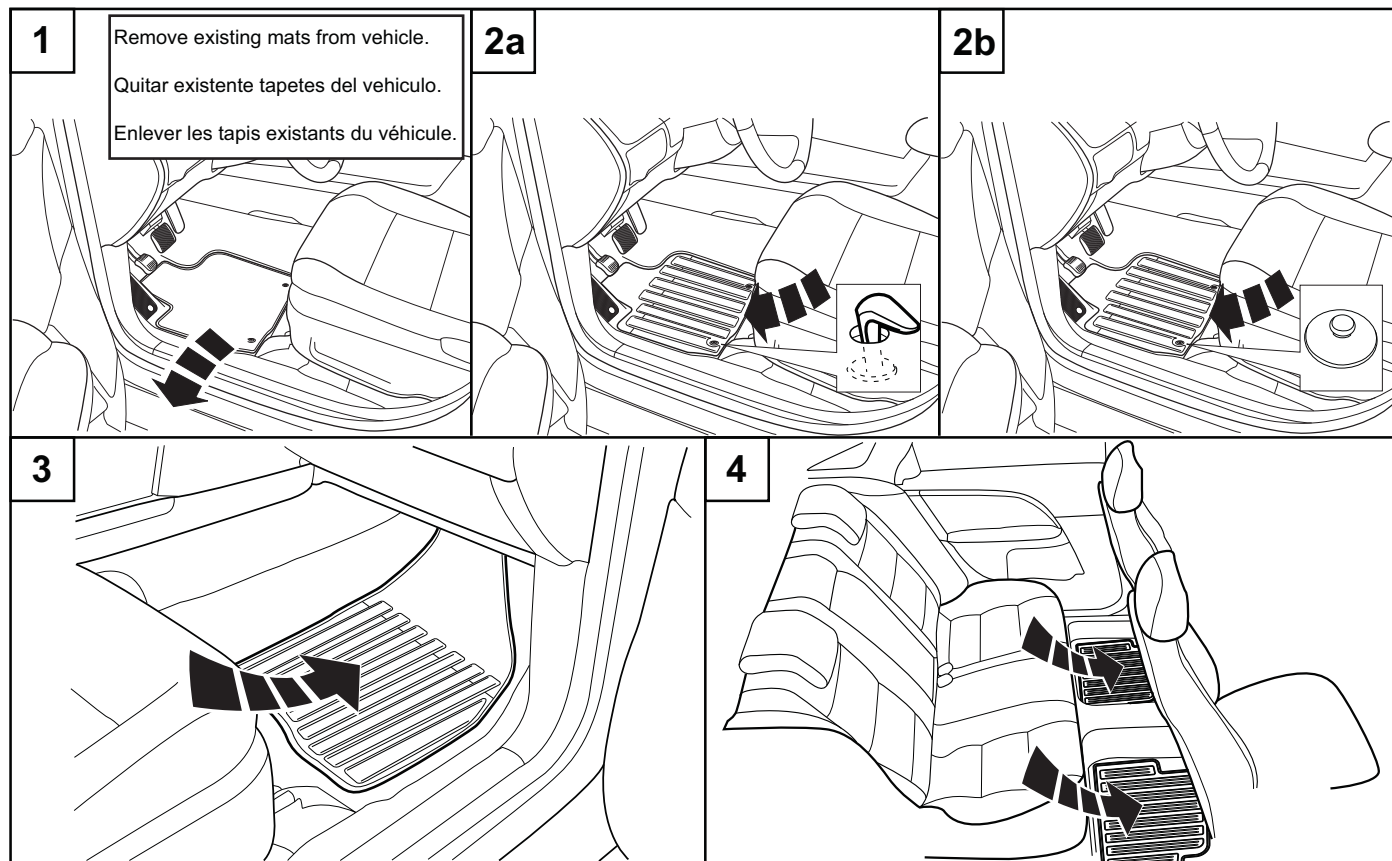
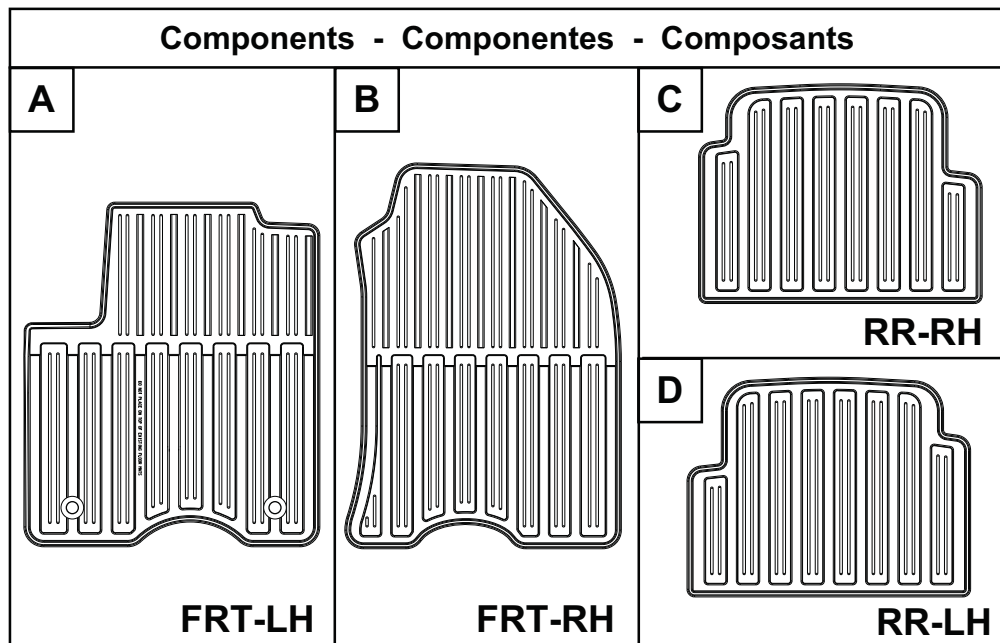
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1-866-FLORMAT

FAX

FAX

FAX

1-847-473-9069



1. Move driver's seat to rearmost position
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- ⚠ Failure to do this could result in an interference with the foot controls
3. Position mat under pedals
4. Lift rear corners of the mat away from the floor. Slide mat rearwards until hole in the floormat is directly over the hook located on the carpet
5. Install mat to carpet, either hook the mat on the hook and slide forward until floormat is "locked" in place, or snap grommets to buttons on floor.

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Ford Customer Service Division

Accessorize your vehicle at:
FORDACCESSORIES.COM



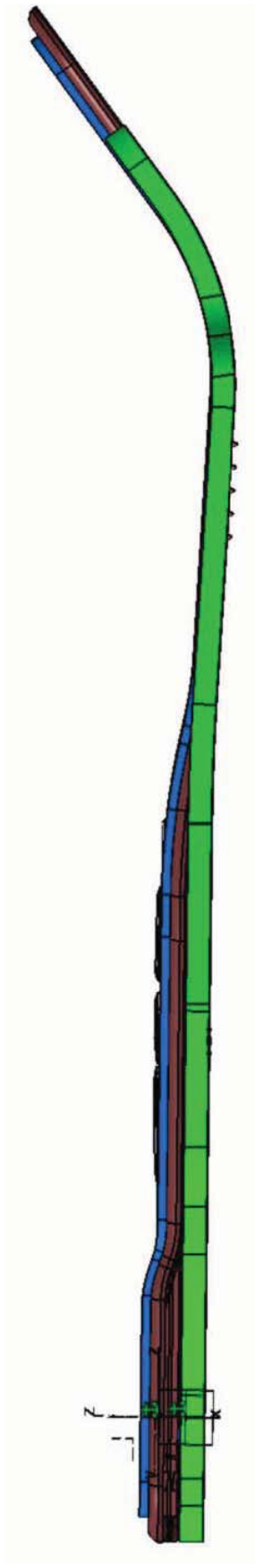
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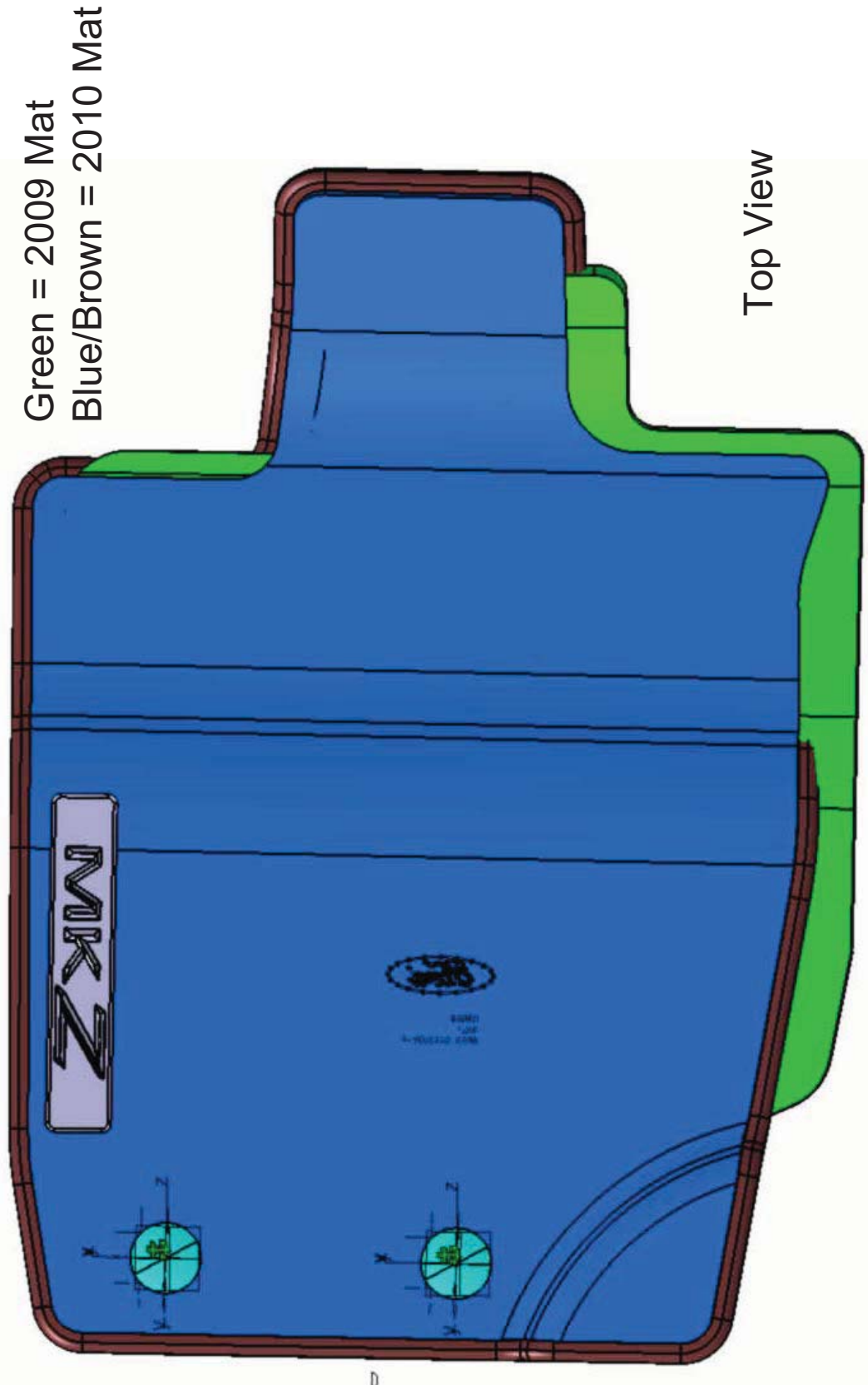
2009 vs. 2010 carpeted mats

Green = 2009 Mat
Blue/Brown = 2010 Mat

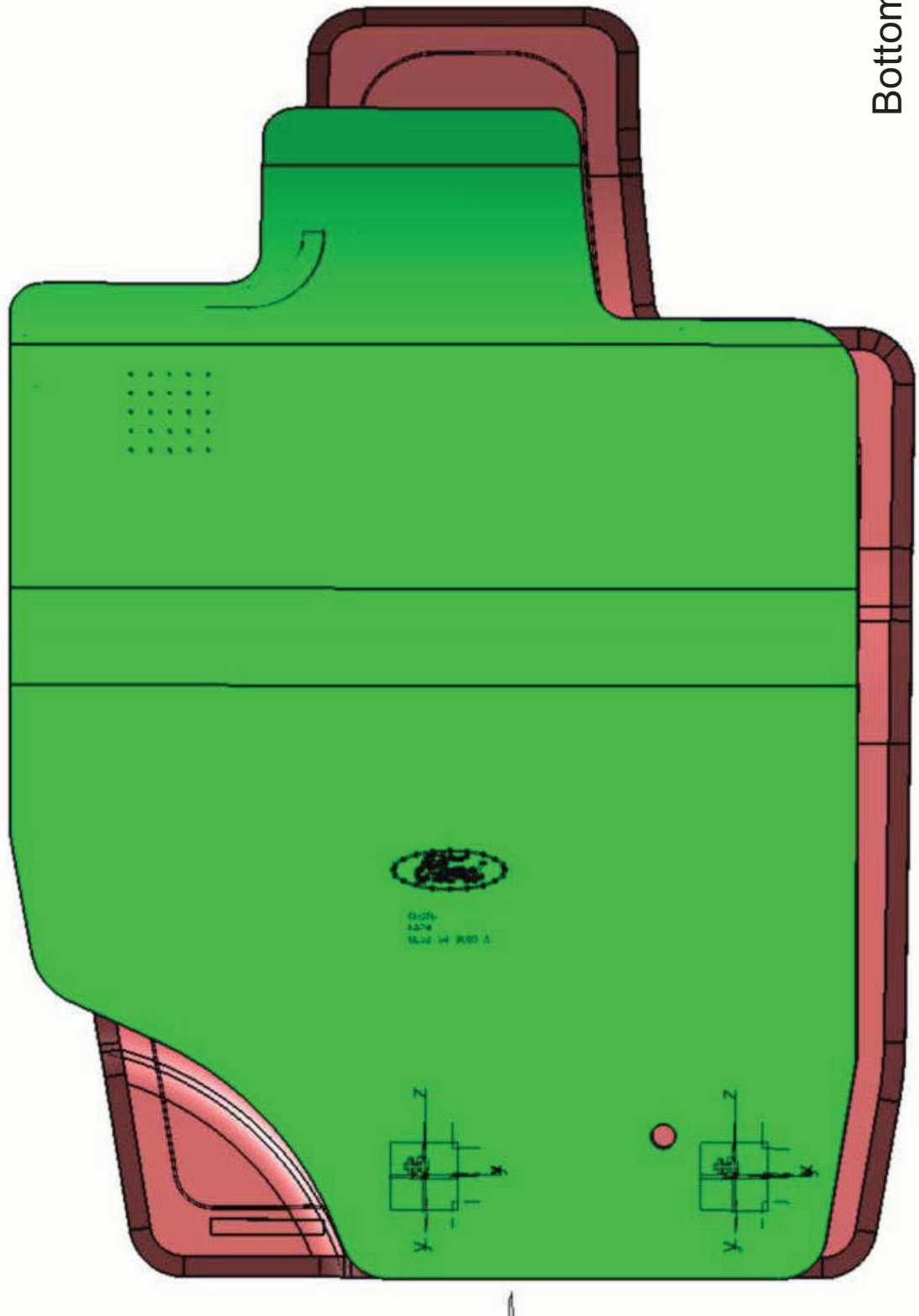


- Slight surface revision in both carpet and floor mats from mid-point aft
- Forward surfaces remain constant

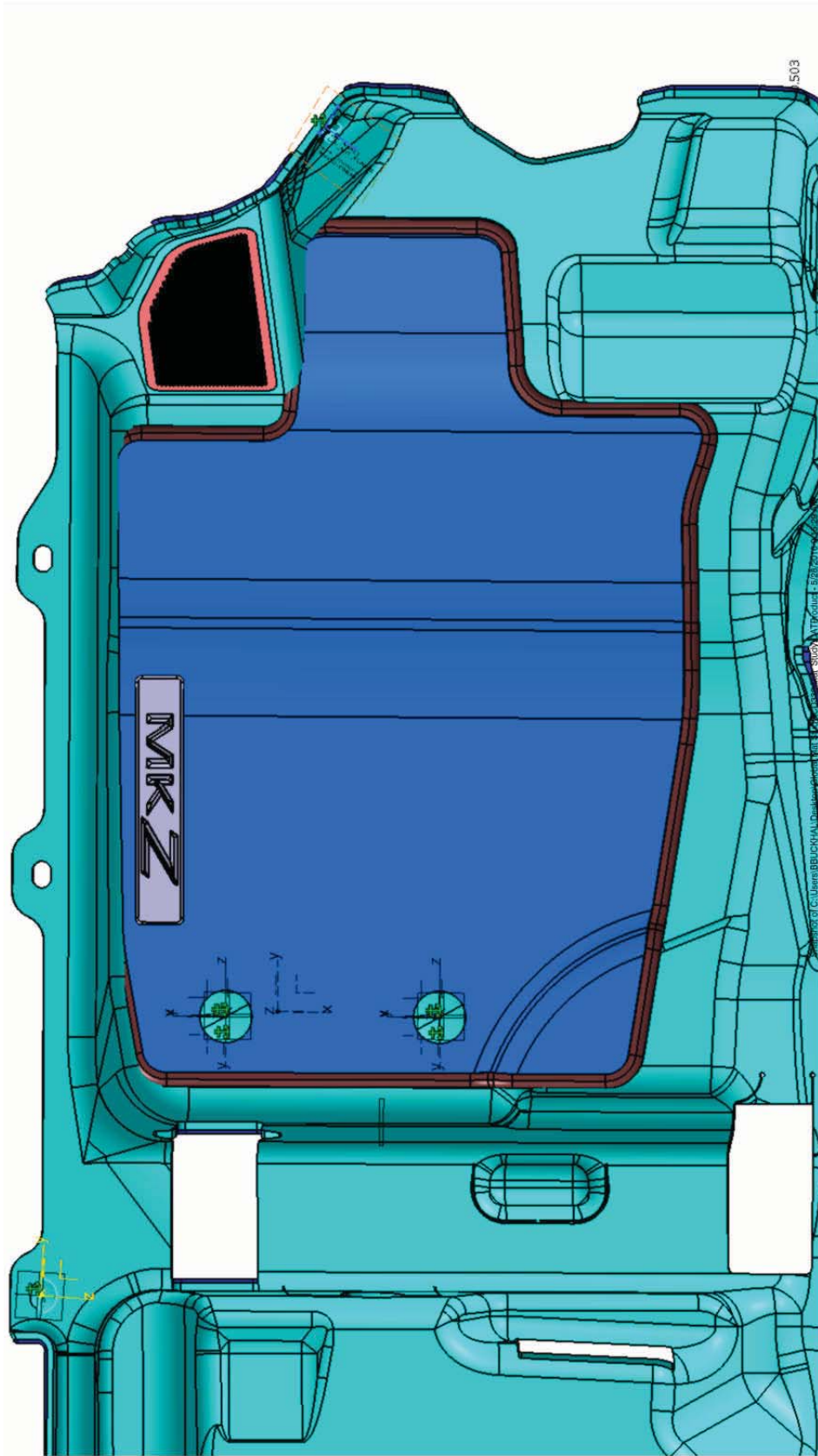
2009 vs. 2010 carpeted mats



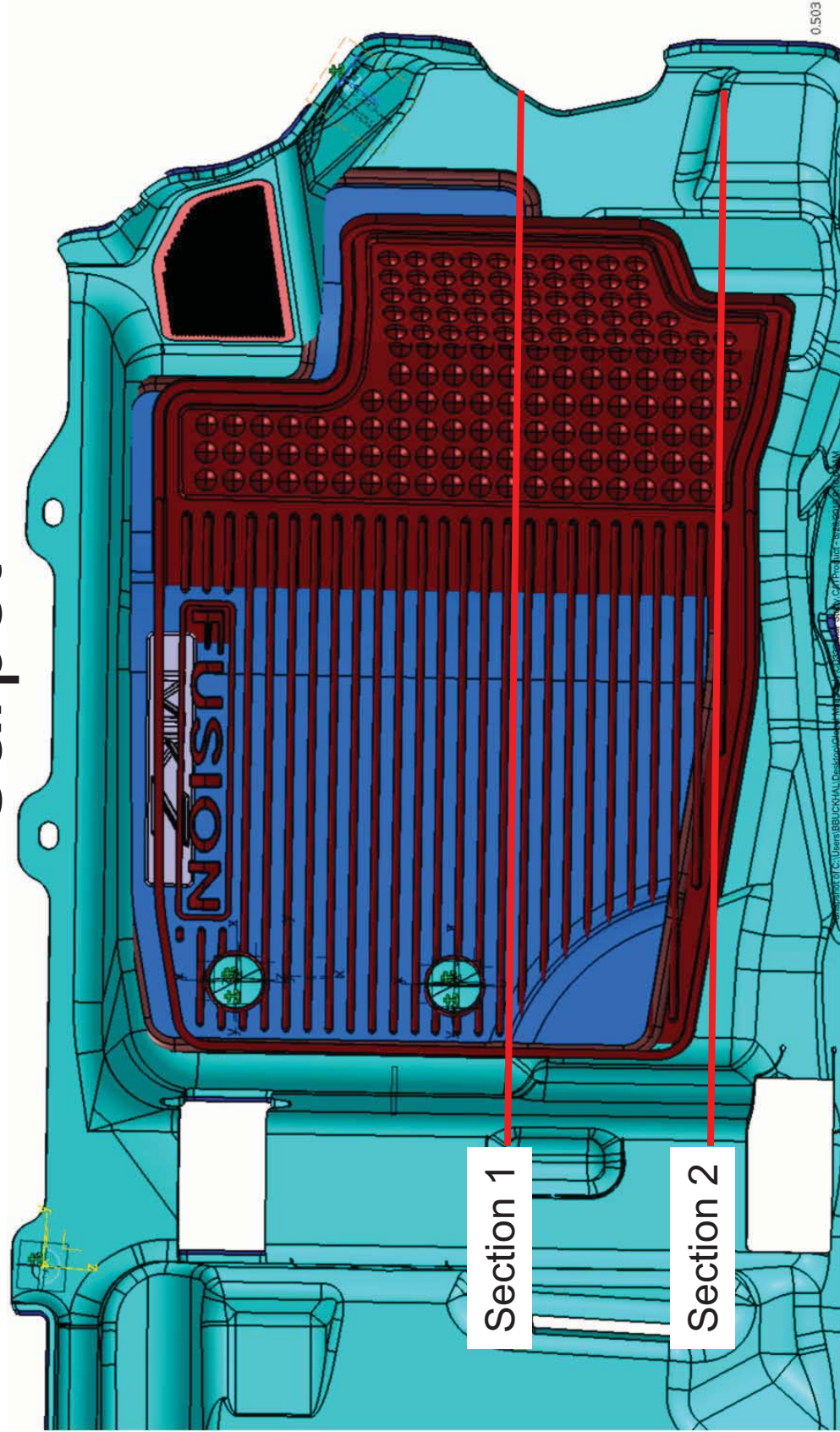
2009 vs. 2010 carpeted mats



2010 Carpeted Mat and Carpet

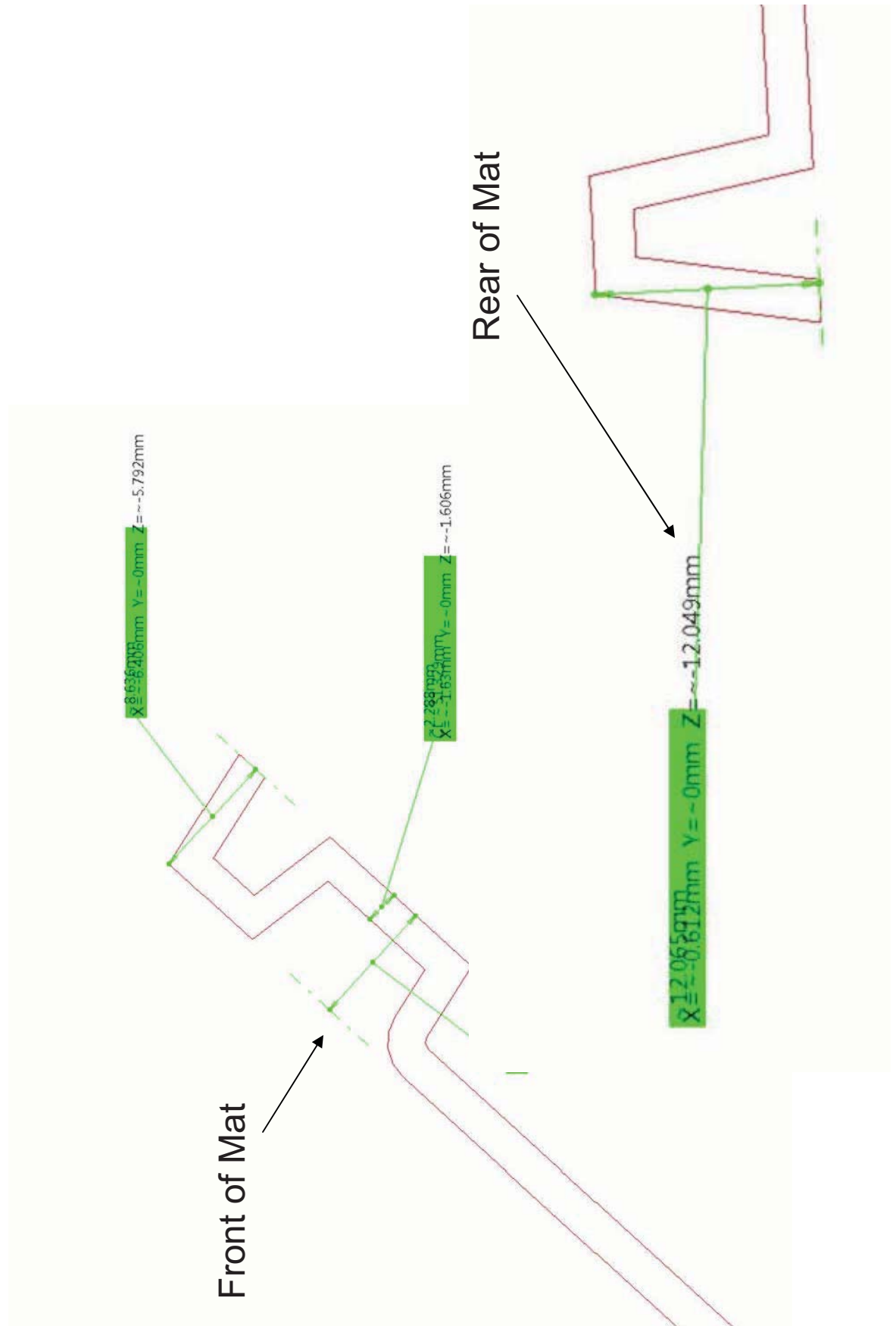


2010 AWM, Carpeted Mat and Carpet

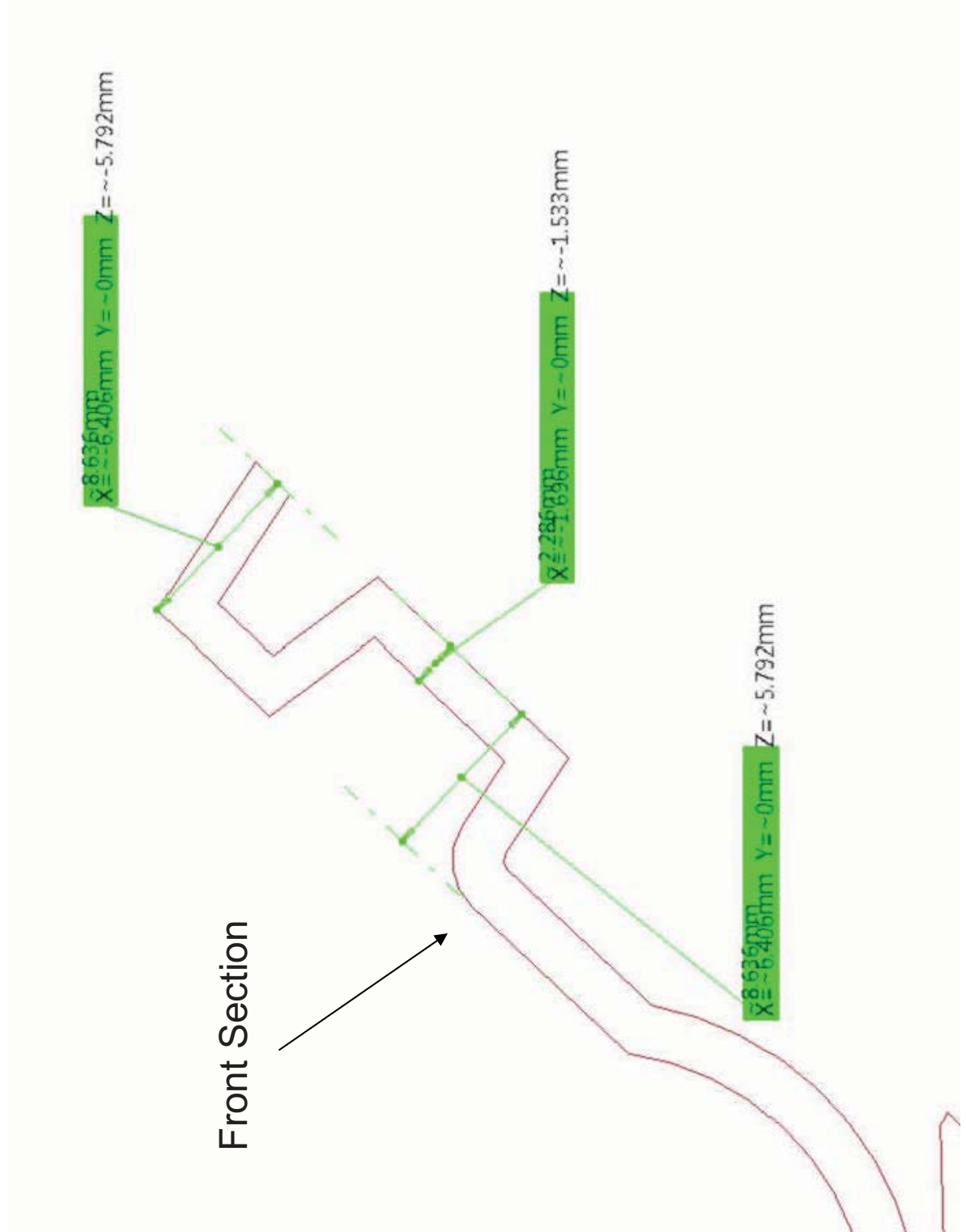


Vinyl Mat (red) Carpeted Mat (dark blue) Carpet (light blue)

Section 1 - AWM

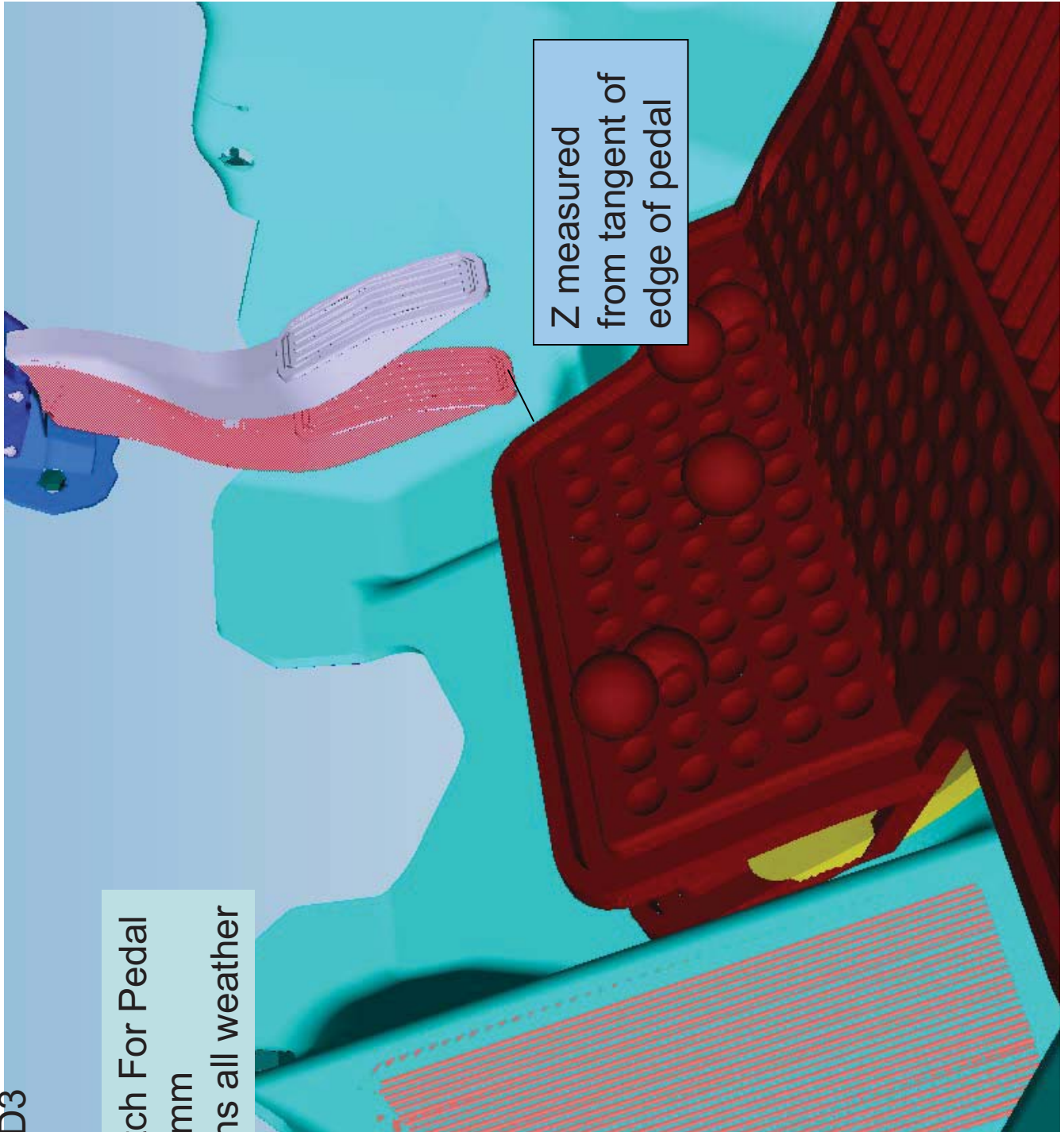


Section 2 - AWM



2010 CD3

Z = Notch For Pedal
Y = 28 mm
2 buttons all weather



Competitive Benchmark

Chevy (2010 models):

- Malibu - 32mm - Carpet
- Cobalt - Touch - Carpet
- Traverse - Touch - Carpet
- Impala - 25mm - Carpet

Toyota (2010 models except where noted):

- Camry - Touch - Carpet
- Corolla - Touch - Carpet
- Sequoia - 12mm - Carpet
- Sienna - Touch - Carpet
- Prius - Touch Carpet
- Toyota Sienna (2006): 2 - 4

Competitive Benchmark

Honda (2010 models):

- Accord: 0-3 mm
- Civic: Pedal is attached to the floor at the bottom and pivots until it touches the carpet
- Odyssey: 0-3 mm
- Crosstour: 6-8 mm

Dodge (2010 models):

- Caravan: 8-10 mm
- Ram: 8 - 10 mm
- Charger: 6 - 8 mm
- Nitro: 18 - 20 mm

Competitive Benchmark

Nissan (2010 models):

- All Nissan, less 370Z has AWM laid over carpeted mats
- Both mats "jogged" around the accelerator pedal.
- Murano - 20mm - Carpet
- Altima - 32mm - Carpet
- 370Z - Pivots at floor
- Rogue - Touch - Carpet
- Versa - 14mm - Carpet
- Cube - 20mm Carpet

Mitsubishi (2010 models):

- Eclipse - 8mm - Carpet
- Outlander - 18mm - Carpet
- Galant - 10mm - Carpet



WARNING: Do not install additional floor mats on top of the factory installed floor mats as they may interfere with the accelerator or the brake pedals.

CIMS # com_floor-mat.post
itdseq=1

Position the floor mat so that the eyelet is over the retention post and press down to lock in. Make sure that the mat does not interfere with the operation of the accelerator or the brake pedal. To remove the floor mat, reverse the installation procedure.

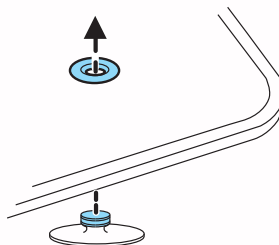


Figure: fsddc029_b



WARNING: Do not install additional floor mats on top of the factory installed floor mats as they may interfere with the accelerator or the brake pedals.

CIMS # com_floor-mat.hook
itdseq=1

Position the floor mat so that the eyelet is over the pointed end of the retention post and rotate forward to lock in. Make sure that the mat does not interfere with the operation of the accelerator or the brake pedal. To remove the floor mat, reverse the installation procedure.

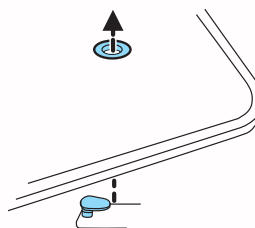


Figure: flddc001_a

From: Jacob Price [jake@thermoflexcorp.com]
Sent: Tuesday, October 14, 2008 10:07 AM
To: Cousino, Mike (MJC.)
Subject: RE: I-Sheet update
Attachments: Ford General Mat Complete.pdf

Changes made.

Jake Price
Quality Manager
Thermoflex Corporation
phone: (847) 473-9001 x235
fax : (847) 473-9069

From: Cousino, Mike (MJC.) [mailto:mcousin4@ford.com]
Sent: Tuesday, October 14, 2008 9:00 AM
To: Jacob Price
Subject: RE: I-Sheet update

should be "63..."

Mike

From: Jacob Price [mailto:jake@thermoflexcorp.com]
Sent: Tuesday, October 14, 2008 8:56 AM
To: Cousino, Mike (MJC.)
Subject: RE: I-Sheet update

Mike-

The changes have been made.

Regards,

Jake Price
Quality Manager
Thermoflex Corporation
phone: (847) 473-9001 x235
fax : (847) 473-9069

From: Cousino, Mike (MJC.) [mailto:mcousin4@ford.com]
Sent: Tuesday, October 14, 2008 7:02 AM
To: Jacob Price
Subject: RE: I-Sheet update

Good Morning Jake,

My apologies...all is good, but I failed to notify you of the update to the part number found at the bottom of the page. should be "SKAR3J-**63**130D00-AA"

Please update/forward...

Thanks for your time and assistance!

Mike Cousino

7/19/2010

PE10-019 000306

From: Jacob Price [mailto:jake@thermoflexcorp.com]
Sent: Monday, October 13, 2008 11:37 AM
To: Cousino, Mike (MJC.)
Cc: 'Mike Negus'
Subject: RE: I-Sheet update

Mike-

Attached is the completed pdf file with both pages. I will be operating under the assumption that this is the final version unless I hear otherwise from you.

Regards,

Jake Price
Quality Manager
Thermoflex Corporation
phone: (847) 473-9001 x235
fax : (847) 473-9069

From: Cousino, Mike (MJC.) [mailto:mcousin4@ford.com]
Sent: Monday, October 13, 2008 9:43 AM
To: Jacob Price
Subject: RE: I-Sheet update

Jake,
this looks good...can I ask you to forward a pdf file containing both pages

Thanks!!

Mike Cousino

From: Jacob Price [mailto:jake@thermoflexcorp.com]
Sent: Friday, October 10, 2008 2:52 PM
To: Cousino, Mike (MJC.)
Subject: RE: I-Sheet update

Mike-

I've made the changes you requested. The three frames are now all the same size. Let me know if any further changes are required.

Regards,

Jake Price
Quality Manager
Thermoflex Corporation
phone: (847) 473-9001 x235
fax : (847) 473-9069

From: Cousino, Mike (MJC.) [mailto:mcousin4@ford.com]
Sent: Friday, October 10, 2008 8:16 AM
To: Jacob Price
Cc: Guzzo, Michelle (M.); Groover, Charles (C.L.)
Subject: I-Sheet update

Good Morning Jake,
Getting close...I've talked with Michelle and Charlie...some good points were raised.

I-Sheet update

- It's been agreed that we proceed with your proposal indicating "2a" and "2b"
- We would like the first three panels (1, 2a, 2b) to be of equal size
 - Trim/Crop panel 1 as indicated by red dotted line
 - Use same image in steps 2a/b (These are currently scaled down too much leaving voids at top and bottom of panel)

<<Document.pdf>>

- Increase size of inset images in steps 2a/b
- Change the inset of image 2b to the "pin" (photo attached). By doing so, we'll remain consistent with what is found in the floor carpet...deltar clip (2a)..."pin" (2b)

<<9.17.08 Install 001.jpg>>

Feel free to contact me if you have any questions.

Mike Cousino

**Product Engineer
Vehicle Personalization
(313) 322-1622**

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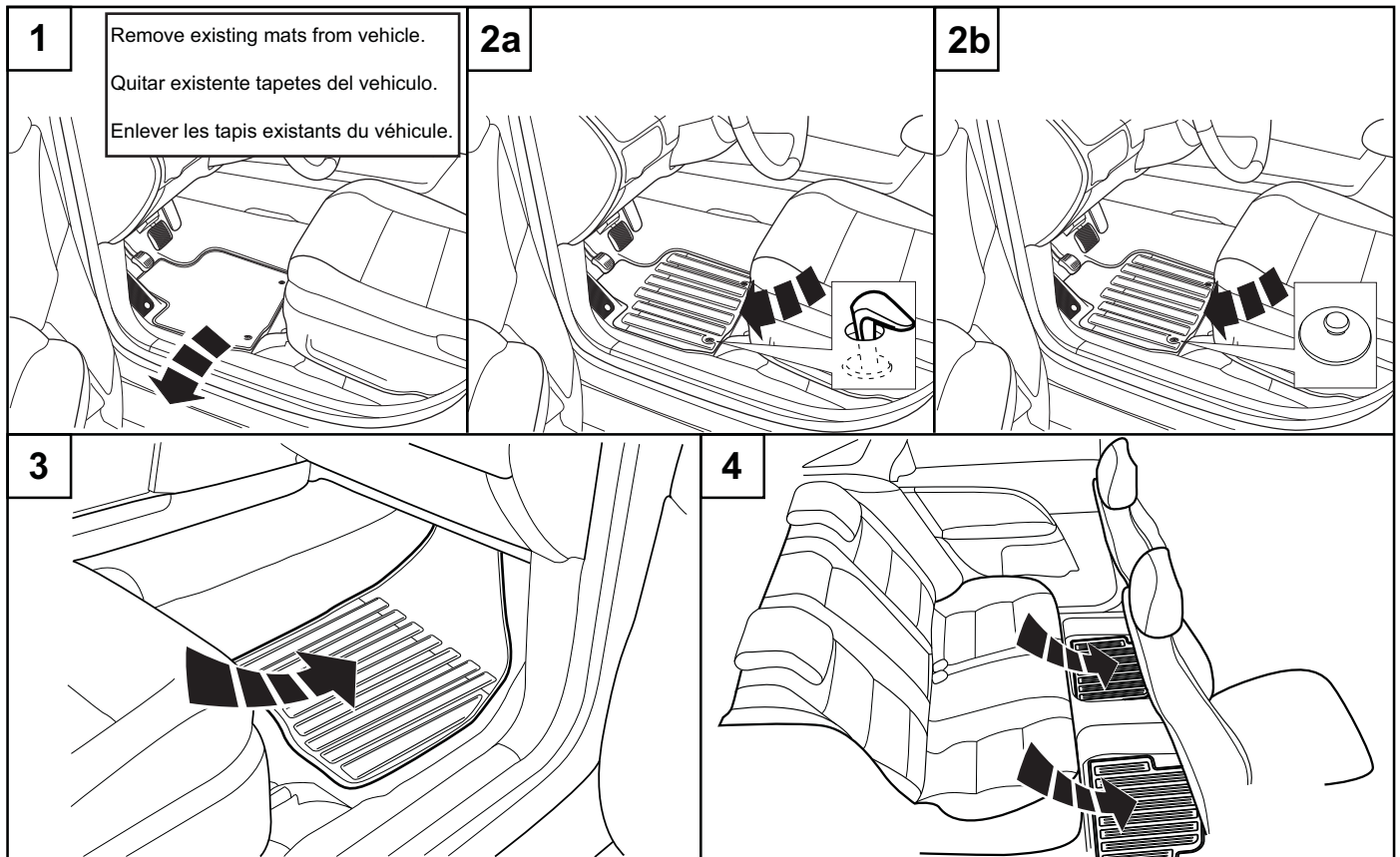
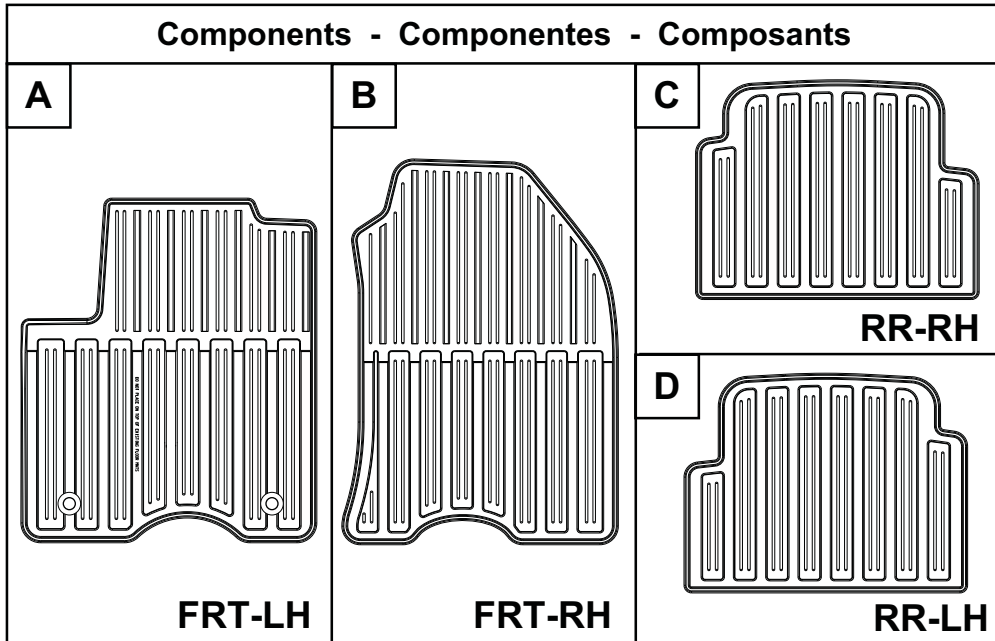
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1-866-FLORMAT

FAX

FAX

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1-847-473-9069



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