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August 9, 2010

Mr. Richard P. Boyd, Acting Director
Office of Defects Investigation
National Highway Traffic Safety Administration
1200 New Jersey Avenue SE, Room W45-302
Washington, DC 20590

Dear Mr. Boyd:

Subject: PE10-019:NVS-214jry

Ford Motor Company (Ford) is supplementing its August 2, 2010, response to Request 11 of the agency's June 25, 2010, letter concerning reports of alleged accelerator pedal entrapment by out-of-position Ford all-weather floor mats in 2006 through 2010 Ford Fusion, Mercury Milan, Lincoln Zephyr and Lincoln MKZ vehicles.

Ford is repeating the agency's Request 11 below, followed by Ford's August 2, 2010, response including the supplemental information that was not included previously.

Request 11

If not addressed in responding to item 10, please describe the apparent change in mat retention method in the later MY 2010 subject vehicles and explain its rationale.

Answer

Ford understands the agency's reference to "apparent change in mat retention method in the later MY 2010 subject vehicles" relates to Ford's incorporation of a dual attachment design for the driver's side floor mat. Ford is incorporating the dual attachment design across all of its products to address customer feedback and satisfaction. Customer surveys have shown that driver's side floor mat rotation with a single floor mat retention hook is sometimes a source of appearance related dissatisfaction for both the subject vehicles and non-subject vehicles.

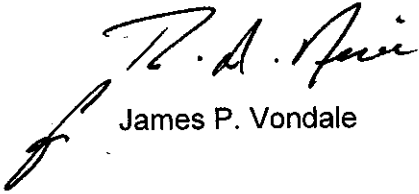
Concurrent with the change on the subject vehicles from a single hook to a dual attachment, the attachment style was changed to posts that are attached to the carpet, and mating clips that are attached to the floor mat. The clips in the mat are fully covered on the top surface so that the posts in the carpet are not visible when the mat is properly installed. This feature is intended to improve customer satisfaction by enhancing the appearance of the mat retention device in comparison to the previous single hook design



where the retention hook remains visible when the mat is properly installed. Additionally, because the posts that are attached to the carpet are not visible with a properly installed dual retention clip mat, there is clearly no visible means of securing a stacked mat.

If you have any questions concerning this amendment to our August 2, 2010, response, please feel free to contact me.

Sincerely,



James P. Vondale