



Frank M. Ligon  
Ford Motor Company  
P. O. Box 1904  
Dearborn, Michigan 48121

March 2003

03G01

Mr. John Sample  
123 Main Street  
Anywhere, USA 12345

Your Vehicle Identification Number: 12345678901234567

Ford Motor Company is providing a no-charge Product Improvement Program (Number 03G01), to owners of certain 1999 and 2000 Lincoln Continental vehicles equipped with side air bags.

At Lincoln, your security and peace of mind are a top priority. Your Lincoln Continental is equipped with numerous safety features, including driver and front passenger side-impact air bags that provide head and chest protection. This side air bag system was designed to provide increased impact protection across a wide range of side impact events. Along with this increased level of protection, we designed the side air bag system to reduce the risk of injuries caused by side air bag deployments and conducted extensive testing to confirm the design.

**Reason For This  
Product Improvement  
Program...**

We have found that in certain types of underbody impacts near the sensors, such as can occur if pieces of gravel or debris are thrown from the wheels while the vehicle is being operated at moderate speeds or accelerating, the sensor may predict a collision is occurring and deploy one of the side air bags. In the unlikely event that a side airbag deploys under such conditions, your vehicle will remain fully functional, and the risk of injury resulting from the deploying side airbag is low.

**What Ford Motor  
Company and your  
Lincoln dealer will do...**

We have developed a recalibrated sensor that reduces the possibility of inadvertent deployment in these kinds of driving conditions. If you operate your vehicle in conditions as described above, you should take your vehicle to your dealer to have recalibrated air bag sensors installed at no cost to you. This program will be in effect for two years from the date of this letter regardless of vehicle mileage.

**How long will it take...** The time needed for this repair is less than one-half day. However, due to service scheduling requirements, your dealer may need your vehicle for a longer period of time.

**What we are asking you to do...** If you feel that your driving conditions warrant this Optional Product Improvement, call your dealer without delay. Provide the dealer with your Vehicle Identification Number (located at the beginning of this letter). Ask for a service date and whether parts are in stock. If you do not have a servicing dealer, please access [www.dealerconnection.com](http://www.dealerconnection.com) for dealer addresses, maps, and driving instructions.

If your dealer does not have the parts in stock, they can be ordered before scheduling your service date. Parts would be expected to arrive within a week after ordering.

When you bring your vehicle in, show the dealer this letter. If you misplace this letter, your dealer will still do the work, free of charge.

**If you have changed address or sold the vehicle...** Please fill out the enclosed prepaid postcard and mail it to us so we can update our records. If you have sold the vehicle, the information you provide on the postcard will be used to notify the new owner about this program.

**If you have concerns ...** If you have trouble getting your vehicle repaired promptly and without charge, please contact your dealership's Service Manager for assistance.

If you still have concerns, please contact the Lincoln Customer Relationship Center and one of our representatives will be happy to assist you:

Call (800) 521-4140  
(800) 232-5952 (TDD for the hearing impaired.)

Office Hours: (Eastern Standard Time)

Monday-Friday: 8AM – 11PM

Saturday: 8AM – 6PM

**Or you may contact us through the Internet ...**

[www.ownerconnection.com](http://www.ownerconnection.com)

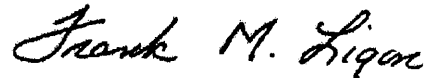
**Quality Care service is  
there for you all year  
long.**

**QualityCare™**  
at your service

Quality Care is the commitment of Ford Motor Company and its dealerships to provide you with a superior service and ownership experience. While we regret the inconvenience caused by this program, we stand committed with our dealers to assist you with all of your automotive service needs. With our nationwide dealer network, we're here to ensure you receive Quality Care service so that your vehicle maintains peak performance throughout your ownership experience.

We pride ourselves on becoming the world's leading consumer company for automotive products and services. Thank you for your attention to this important matter.

Sincerely,



Frank M. Ligon