



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

July 2010

Compliance Recall 10C13

Mr. John Sample  
123 Main Street  
Anywhere, USA 12345

Your Vehicle Identification Number: 12345678901234567

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

Ford Motor Company has decided that your vehicle, with the Vehicle Identification Number shown above, fails to conform to the requirements specified in Federal Motor Vehicle Safety Standard (FMVSS) No. 201 - Occupant Protection in Interior Impact.

We apologize for this situation 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.

**What is the issue?** On your vehicle, the headliner and pushpin retainer system at the B-pillar may not absorb sufficient energy for your vehicle to conform to the requirements specified in Federal Motor Vehicle Safety Standard (FMVSS) No. 201. In the event of a crash, the headliner and pushpin retainer system in this location may not provide the interior impact protection intended, increasing the risk of injury.

**What will Ford and your dealer do?** Ford Motor Company has authorized your dealer to install revised headliner pushpins at the right and left B-pillar locations free of charge (parts and labor).

**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 should you do?** Please call your dealer without delay and request a service date for Recall 10C13. Provide the dealer with the Vehicle Identification Number (VIN) of your vehicle. The VIN is printed near your name at the beginning of this letter.

**What should you do?  
(Continued)**

If you do not already have a servicing dealer, you can access [www.Fordowner.com](http://www.Fordowner.com) for dealer addresses, maps, and driving instructions. Ford Motor Company wants you to have this recall completed on your vehicle. The vehicle owner is responsible for making arrangements to have the work completed. Ford Motor Company can deny coverage for any vehicle damage that may result from the failure to have this recall performed on a timely basis. Therefore, please have this recall performed as soon as possible.

**Please note: Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.**

**What if you no longer own this vehicle?**

If you no longer own this vehicle, and have an address for the current owner, please forward this letter to the new owner.

You received this notice because government regulations require that notification be sent to the last known owner of record. Our records are based primarily on state registration and title data, which indicate that you are the current owner.

**Can we assist you further?**

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

**RETAIL OWNERS:** If you still have concerns, 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). Representatives are available 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](http://www.Fordowner.com).

**FLEET OWNERS:** If you still have concerns, please contact the Fleet Customer Information Center at 1-800-34-FLEET, Option #3 and one of our representatives will be happy to assist you. Representatives are available Monday through Friday: 8:00AM - 5:00PM (Your Local Time).

Or you may contact us through the Internet at [www.fleet.ford.com](http://www.fleet.ford.com).

If you are still having difficulty getting your vehicle repaired in a reasonable time or without charge, you may write the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave. S.E., Washington, D.C. 20590 or call the toll free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153) or go to [www.safercar.gov](http://www.safercar.gov).

Thank you for your attention to this important matter.

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