



U.S. Department of Transportation  
**National Highway Traffic Safety  
Administration**

1200 New Jersey Avenue SE  
Washington, DC 20590

October 15, 2012

Mr. Steve Kenner  
Ford Motor Company  
330 Town Center Drive  
Suite 400  
Dearborn, MI 48126-2738

NVS-215KS  
12V-488

**Subject:** Passenger Side Curtain Air Bag/FMVSS 208

Dear Mr. Kenner:

This letter serves to acknowledge Ford Motor Company's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

**Makes/Models/Model Years:**  
FORD/FIESTA/2011-2013

**Mfr's Report Date:** October 1, 2012

**NHTSA Campaign Number:** 12V-488

**Components:**  
AIR BAGS

**Potential Number of Units Affected:** 154,604

**Problem Description:**

Ford is recalling certain model year 2011-2013 Fiesta vehicles, manufactured from November 3, 2009 through September 21, 2012. The vehicles fail to comply with Federal Motor Vehicle Safety Standard (FMVSS) No. 208, "Occupant Crash Protection." The passenger side curtain air bag will not deploy in the event of a side impact collision when the front passenger seat is empty. Although the side curtain air bag system was designed to suppress the side curtain air bag under this scenario, that information is not explained in the owner's guide for these vehicles as required by FMVSS No.208.

**Consequence:**

An occupant in the right rear seating position will not have coverage from the side curtain air bag in a side impact collision when the front passenger seat is empty, increasing the risk of injury to the right rear occupant.

**Remedy:**

Ford will notify owners and dealers will reprogram the vehicle's software free of charge so that it no longer suppresses the passenger side curtain air bag when the front passenger seat is empty, and consistent with the description in the owner's guide. The safety recall is expected to begin shortly. Owner's may contact Ford at 1-866-436-7332.

**Notes:**

Ford's recall campaign number is 12C26. Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to [www.safercar.gov](http://www.safercar.gov).



Please be reminded of the following requirements:

Copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

Your contact for this recall will be Kelly Schuler who may be reached by phone at (202) 366-5227, or by email at [kelly.schuler@dot.gov](mailto:kelly.schuler@dot.gov) or through the office email at [rmd.odi@dot.gov](mailto:rmd.odi@dot.gov). We look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Timian". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jennifer Timian  
Chief, Recall Management Division  
Office of Defects Investigations  
Enforcement