



Michael A. Berardi
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Ford Customer Service Division

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

December 4, 2012

TO: All U.S. Ford and Lincoln Dealers

**SUBJECT: STOP SALE / DEMONSTRATION / DELIVERY HOLD - SAFETY RECALL 12S41
Supplement #1**
All 2013 Model Year Escape and Fusion Vehicles Equipped with a 1.6L Engine
Risk of Overheating that May Result in Engine Fires

REF: STOP SALE / DEMONSTRATION / DELIVERY HOLD - SAFETY RECALL 12S41
Dated November 30, 2012

New! REASON FOR THIS SUPPLEMENT

- Provide additional information, guidance, and claiming information for Alternate Transportation.
- Provide full instrument cluster message wording for engine overheating.
- Inform dealers of a special Roadside Assistance phone number for this FSA.

AFFECTED VEHICLES

All 2013 Model Year Escape vehicles equipped with a 1.6L engine built at the Louisville Assembly Plant from Job 1 through November 26, 2012, and all 2013 Model Year Fusion vehicles equipped with a 1.6L engine built at the Hermosillo Assembly Plant from Job 1 through November 29, 2012. Affected vehicles are identified in OASIS. In addition, for a list of vehicles assigned to your dealership, visit <https://web.fsavinlists.dealerconnection.com>. This information will be available on November 30, 2012.

New! REASON FOR THIS SAFETY RECALL

In some of the affected vehicles, engine overheating can lead to fluid leaks that may come into contact with the hot exhaust system, resulting in a fire.

Prior to a fire, engine overheating may be indicated by any of the following instrument cluster messages:

- "Power reduced to lower temperature"
- "High engine temperature Stop safely"
- "Engine Coolant Overtemperature"

The instrument cluster may also sound a chime and illuminate a red Engine Coolant Temperature indicator.

SERVICE ACTION

Parts and repair procedures are not currently available to repair vehicles. At this time dealers should arrange alternate transportation for owners of affected vehicles as described in this bulletin. Ford is developing a service remedy, and dealers and customers will be notified when service parts and repair procedures are available.

AFFECTED VEHICLES ARE NOT TO BE SOLD OR DEMONSTRATED

Parts and service procedures are not available at this time. Further instructions will be posted to FMCDealer.com as soon as information is available.

Stock Vehicles:

Dealers are to hold all stock vehicles until repairs are performed.

Sold Vehicles:

Dealers are to provide rental transportation to owners of affected vehicles. If the customer requests special handling, dealers may provide towing or pick up the vehicle and provide a rental vehicle without prior approval. Alternate transportation reimbursement for arrangements made by the customer prior to receiving the owner letter will be allowed.

OWNER NOTIFICATION MAILING SCHEDULE

Owners will be notified of the risk of engine compartment fire and will be instructed to contact their dealer to arrange for alternate transportation. Letters are expected to begin mailing the week of December 3, 2012. Dealers should arrange for alternate transportation, whether or not the customer has received a letter.

PLEASE NOTE:

Federal law requires dealers to complete a recall service before a new vehicle is delivered to the buyer or lessee. Violation of this requirement by a dealer could result in a civil penalty of up to \$6,000 per vehicle. Hold all vehicles in your vehicle inventory until further instructions are provided.

New! ATTACHMENTS

Attachment I: Administrative Information
Attachment V: Dealer Q & A
Owner Notification Letter

QUESTIONS & ASSISTANCE

Special Service Support Center (Dealer Assistance Only)1-800-325-5621

Sincerely,



Michael A. Berardi

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OASIS ACTIVATED?

Yes, OASIS will be activated on November 30, 2012.

FSA VIN LIST ACTIVATED?

Yes, FSA VIN list will be available through <https://web.fsavinlists.dealerconnection.com> on November 30, 2012. Owner names and addresses will also be available on November 30, 2012.

NOTE: Your FSA VIN list may contain owner names and addresses obtained from motor vehicle registration records. The use of such motor vehicle registration data for any purpose other than in connection with this recall is a violation of law in several states, provinces, and countries. Accordingly, you must limit the use of this listing to the follow-up necessary to complete this recall.

STOCK VEHICLES

Dealers are to hold all stock vehicles until repairs are completed. Parts and service procedures are not available at this time. Further instructions will be posted to FMCDealer.com as soon as information is available.

SOLD VEHICLES

- Dealers are encouraged to proactively contact owners of affected vehicles to make arrangements for rental vehicles and get affected vehicles out of service as soon as possible.
- Immediately contact any of your affected customers whose vehicles are not on your VIN list but are identified in OASIS.

OWNER REFUNDS

Alternate transportation refunds will be covered if the customer arranged for their own rental beginning November 30, 2012.

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New! RENTAL VEHICLES / ALTERNATE TRANSPORTATION ARRANGEMENTS

Dealers are to provide owners of affected vehicles with a rental vehicle; prior approval is not required. Owners may drive their vehicle to the dealership, but the vehicle should be taken out of service as soon as possible. If the customer requests special handling, dealers may provide towing or pick up a vehicle and provide a rental vehicle without prior approval. Alternate transportation reimbursement for arrangements made by the customer prior to receiving the owner letter will be allowed.

- *Ford Motor Company will provide reimbursement for rental vehicle costs of up to \$55 per day, which includes tax and damage waiver. Prior approval for special rental needs and costs above \$55 per day is required from the Special Service Support Center (1-800-325-5621).*
- *The customer should be offered a like Ford Motor brand vehicle.*
 - *In the event that a Ford vehicle is not available, the customer should be provided a like non-Ford vehicle within a comparable vehicle rental class. Every effort should be made to swap customers into a Ford vehicle as they become available.*
 - *If a vehicle is not available in the same vehicle rental class, the customer may be offered the next higher vehicle rental class.*
- *Traveling owners may incur additional rental fees for one-way rentals, which are also reimbursable under this FSA.*
- *Rental vehicle days for this FSA will NOT be removed from dealer's TAP allocation/budget.*
- *TOWING (If required):*
 - *2013 Escapes and Fusion vehicles can be towed as follows:*
 - *4WD and AWD vehicles must be towed with all 4 wheels off the ground (flatbed or dolly).*
 - *FWD vehicles can be towed with the front wheels off the ground or on a dolly.*
 - *Towing is only reimbursable for transporting the vehicle to the dealership.*
 - *A Special Roadside Assistance phone number is available 24 hours a day at 866-373-7095 to assist with 12S41 vehicle transportation needs.*

RENTAL TRACKING AND ALLOWANCE

Dealers are authorized to claim an allowance in the form of a 0.2 hour labor operation. This claim will allow Ford to track vehicles that have been taken out of service and pay dealers for arranging for a rental vehicle.

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New! CLAIMS PREPARATION AND SUBMISSION

1. Claiming for arranging alternate transportation:
 - Dealers will be paid 0.2 hours handling allowance
 - Claims should be submitted as soon as the customer is provided the rental vehicle.
Use the following claiming instructions:
 - Program Code - 62M41
 - Labor Operation 62M41B - 0.2 Hours
 - Repair Date should be the date the customer took delivery of the rental vehicle.
 - ***Please file claim as soon as possible so that Ford can track vehicles that have been taken out of service.***
2. Claiming for towing, rental, and owner alternate transportation refunds: Use the following claiming instructions:
 - Program Code – 12Y01
 - RENTAL VEHICLES: Enter the total amount as Miscellaneous Expense code "RENTAL".
 - TOWING REIMBURSEMENT: Enter the total amount as Miscellaneous Expense code "TOW".
 - OWNER INITIATED ALTERNATE TRANSPORTATION REFUND: Enter the total amount as Miscellaneous Expense code "REFUND".
 - All claims for rental must be closed by December 31, 2012. For customers that require rentals beyond December 31, 2012, a new claim should be opened.



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

December 2012

Safety Recall Notice 12S41 / NHTSA Recall 12V-551

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 a defect which relates to motor vehicle safety exists in your vehicle, with the Vehicle Identification Number shown above.

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, engine overheating can lead to fluid leaks that may come into contact with the hot exhaust system, resulting in a fire. Ford is developing a service remedy, and you will be contacted when more information is available.

If you experience engine overheating, you should safely pull off the road as soon as possible, turn off the engine, exit the vehicle, and do not open the hood. Engine overheating may be indicated by instrument cluster messages: "Power reduced to lower temperature", "High engine temperature Stop safely", or "Engine Coolant Overtemperature." The instrument cluster may also sound a chime and illuminate a red Engine Coolant Temperature indicator.

Ford Motor Company recommends that you contact your dealer as soon as possible for alternative transportation.

What will Ford and your dealer do?

Ford Motor Company has authorized your dealer to provide you with a vehicle to drive while repair procedures and parts are being developed. These services will be provided to you free of charge except for fuel. You will be contacted when the service remedy is available.

What should you do?

Please contact your dealer as soon as possible to make arrangements for alternative transportation. 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 for dealer addresses, maps, and driving instructions. Ford Motor Company wants you to bring your vehicle to your dealer so that you can receive a rental vehicle until your vehicle can be serviced.

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 alternative transportation 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.

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.

If you are still having concerns, 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. Reference NHTSA Safety Recall 12V-551.

Thank you for your attention to this important matter.

Ford Customer Service Division