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July 29, 2014

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: Equipment Safety Recall 14S07

Certain 2006 through 2011 Model Year Fusion, Milan, Zephyr and MKZ Vehicles
Equipped with Ford All Weather Floor Mats
All Weather Floor Mat Replacement

REF: Advance Notice – Equipment Safety Recall 14S07 dated May 29, 2014

AFFECTED EQUIPMENT

Certain Ford rubber all weather floor mats having either a single hook or double post retention design are included in this Equipment Safety Recall. The affected floor mats were designed to fit in certain 2006 through 2011 Model Year Fusion, Milan, Zephyr and MKZ Vehicles built at the Hermosillo Assembly Plant from Job #1, 2006 through October 31, 2010, as follows:

- **Vehicles Originally Sold with Pre-installed Ford All Weather Floor Mats**
Safety Equipment Recall 14S07 includes the known VINs of 37,990 vehicles that were sold with pre-installed Ford Custom Accessory rubber all weather floor mats. These vehicles are identified in OASIS. For a list of vehicles assigned to your dealership, visit <https://web.fsavinlists.dealerconnection.com>. This information was available on May 29, 2014.
- **Customers that Purchased Ford All Weather Floor Mats Over-the-counter**
In addition to the known VINs above, 44,582 sets of the affected floor mats may have been purchased over-the-counter from Ford and Lincoln Dealers. The VINs of the vehicles that contain these mats are unknown to Ford and, therefore, are not listed in OASIS. Potentially-affected owners will receive instructions to identify affected mats that may be installed in their vehicle. If affected, they will be directed to a website (or their dealer) to register their vehicle, so their VIN is added to Equipment Safety Recall 14S07.

REASON FOR THIS EQUIPMENT SAFETY RECALL

If the driver's side rubber floor mat is not properly installed or moves out of position, it could interfere with the accelerator pedal, potentially inhibiting the engine's return to idle, and increase the risk of a crash.

SERVICE ACTION

The rubber all weather floor mats in all affected vehicles must be inspected to determine if they are the affected floor mats. Vehicle owners will be asked to perform the inspection themselves, and also given the option to have the inspection performed by their dealer. Owners of affected all weather floor mats will be notified to return the affected mats to their Ford or Lincoln Dealer to exchange for a new set of mats.

SERVICE ACTION (Continued)

Once floor mats are verified to be affected, dealers will need to perform the following:

- If requested, assist owners of affected mats purchased over-the-counter with registration into Equipment Safety Recall 14S07 at www.floormatprogram.com.
- Install new mats following the kit instructions supplied with the mats.
- **Customers must physically possess and turn in the affected driver side floor mat to receive replacement floor mats.**
 - If the original mats are black, the customer will receive a new set of black front mats (driver and front passenger side).
 - If the original mats are a different color (gray or tan), the customer will receive a new set of all four mats in black.
- The dealer must cut the affected driver side floor mat in half diagonally to render it unusable and dispose of the mat appropriately.
- Review with the owner, that driver side floor mats should never be stacked on top of other mats, and show the owner how the mats are correctly installed and retained.

This service must be performed on all affected vehicles at no charge to the vehicle owner.

OWNER NOTIFICATION MAILING SCHEDULE

All potentially affected owners will be mailed letters by the end of July, 2014. Dealers should repair any affected vehicles that arrive at their dealerships, whether or not the customer has received a letter.

- **Owners of vehicles originally sold with pre-installed Ford all weather floor mats** will be directed to verify they have the affected mats and to contact their dealer to order replacement mats.
- **Customers that purchased Ford all weather floor mats over-the-counter** will be directed to verify they have the affected mats. If affected, they will be directed to the www.floormatprogram.com web site to register their vehicle in Equipment Safety Recall 14S07, and to contact their dealer to order replacement mats. Some customers may choose to have their dealer perform the registration.

PLEASE NOTE:

Federal law requires dealers to complete this 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 \$7,000 per vehicle. Correct all vehicles in your new vehicle inventory before delivery.

ATTACHMENTS

Attachment I: Administrative Information
Attachment II: Labor Allowances and Parts Ordering Information
Attachment III: Technical Information
Attachment IV: Q & A
Owner Notification Letter – Pre-installed Mats
Owner Notification Letter – Over-the-counter Mats

QUESTIONS & ASSISTANCE

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

Sincerely,



Michael A. Berardi

Equipment Safety Recall 14S07

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Equipped with Ford All Weather Floor Mats
All Weather Floor Mat Replacement

OASIS ACTIVATED?

OASIS was activated on May 29, 2014 for the 37,990 vehicles having known VINs that were produced with the affected floor mats.

VINS NOT IDENTIFIED IN OASIS

Owners of 2006 through 2011 model year Fusion, Milan, Zephyr and MKZ vehicles that are not in OASIS will receive a letter with information how to identify if they own affected mats. Owners that verify they possess affected mats will be directed to a website to register their VIN in Equipment Safety Recall 14S07. After registration, the vehicle will be added to Safety Equipment Recall 14S07 in OASIS. Additionally, owners will be directed to contact their dealer to order mats and schedule a service appointment to exchange affected floor mats.

FSA VIN LIST ACTIVATED?

Yes, FSA VIN list for vehicles produced with affected all weather floor mats was available through <https://web.fsavinlists.dealerconnection.com> on May 29, 2014. Owner names and addresses will be available by August 11, 2014. Additional VINs will be added to OASIS based on successful registration into Equipment Safety Recall 14S07 using the provided website.

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.

SOLD VEHICLES

- Owners of affected floor mats will be directed to dealers for exchange.
- Owners of vehicles that may contain affected all weather floor mats that are not in OASIS will receive Owner Letters advising them that an inspection of their all weather floor mats is necessary to determine if they are the design that must be replaced. Vehicle owners will be provided with graphic instructions, as well as part numbers, to assist them in identifying the level of mats in their vehicle. If the vehicle owner determines that their vehicle contains affected mats, they will be directed to the www.floormatprogram.com website. They can register their vehicle to have it added to Equipment Safety Recall 14S07. Once registered, the website will direct them to contact their dealer to order replacement mats and to schedule an appointment to exchange the affected mats under Equipment Safety Recall 14S07.
- Additionally, dealers are to assist vehicle owners that are uncomfortable performing the inspection themselves, or that are unwilling or unable to access the website. An administrative allowance is provided (see Claims Preparation in Attachment I).
- Immediately contact any of your affected customers whose vehicles are not on your VIN list but are identified in OASIS. Give the customer a copy of the appropriate Owner Notification Letter (when available) and schedule a service date.
- Correct other affected vehicles identified in OASIS which are brought to your dealership.

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All Weather Floor Mat Replacement

TITLE BRANDED / SALVAGED VEHICLES

Affected title branded and salvaged vehicles are eligible for this recall.

RELATED DAMAGE

If a related damage condition exists that you believe to be caused by the covered condition, call the Special Service Support Center to request approval **prior** to the repair of any related damage. Requests for approval after completion of the repair will not be granted. Ford Motor Company reserves the right to deny coverage for related damage in cases where the vehicle owner has not had this recall performed on a timely basis. Additional related damage parts are subject to random selection for return to the Ford Warranty Parts Analysis Center (WPAC).

ADDITIONAL LABOR TIME

- If a condition exists that requires additional labor to complete the repair, call the Special Service Support Center to request approval **prior** to performing any additional labor. Requests for approval after completion of the repair will not be granted.
- If you encounter aftermarket equipment or modifications to the vehicle which might prevent the repair of the covered condition, call the Special Service Support Center.

OWNER REFUNDS

Refunds are not authorized for this program.

RENTAL VEHICLES

The use of rental vehicles is not authorized for this program.

CLAIMS PREPARATION AND SUBMISSION

- Enter claims using Direct Warranty Entry (DWE).
- Refer to ACESII manual for claims preparation and submission information.
- Related damage must be claimed on a repair line that is separate from the repair line on which the FSA is claimed. Related damage requires prior approval from the Special Service Support Center.
- An administrative allowance is being provided for dealers to assist customers with the following:
 - If needed, register VINs for owners of affected over-the-counter floor mats into Safety Equipment Recall 14S07 (in OASIS) using the www.floormatprogram.com website.
 - Instruct owners on correct floor mat installation.

Administrative allowance must be claimed on the same repair line as the repair as follows:

- Program Code: 14S07
- Misc, Expense Code: ADMIN
- Misc Expense Amount: 0.1 Hours

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LABOR ALLOWANCES

Description	Labor Operation	Labor Time
Inspect for affected floor mats – Customer mats inspected are not in program or customer does not possess mats to receive replacements. (Vehicle must be in OASIS with Recall 14S07 open)	14S07A	0.2 Hours
Replace affected floor mats as applicable – Includes inspect and verify customer mats are in program and destroy and dispose of original affected front driver side floor mat.	14S07B	0.3 Hours

NOTE: Refer to Claims Preparation and Submission in Attachment I for additional administration allowances.

PARTS REQUIREMENTS / ORDERING INFORMATION

Vehicle	Original Part Number Prefix on Back of Mat and Original Color		New Part Number	Description (All replacement mats are Black)
Fusion	6E5J	Black	7E5Z-5413086-AA	Single Hook – 2 Piece Set
		Gray or Tan*	7E5Z-5413300-AA	Single Hook – 4 Piece Set*
	AE5J	Black	BE5Z-5413086-AA	Double Post – 2 Piece Set
Milan	6N7J	Black	7N7Z-5413086-AA	Single Hook – 2 Piece Set
		Gray or Tan*	7N7Z-5413300-AA	Single Hook – 4 Piece Set*
	AN7J	Black	BN7Z-5413086-AA	Double Post – 2 Piece Set
MKZ / Zephyr	6H6J or 7H6J	Black	7H6Z-5413086-AA	Single Hook – 2 Piece Set
		Gray or Tan*	7H6Z-5413300-AA	Single Hook – 4 Piece Set*
	AH6J	Black	BH6Z-5413086-AA	Double Post – 2 Piece Set

*4 Piece sets are to only be ordered to replace mats for customers having original mats that are gray or tan.

The DOR/COR number for this recall is 50541.

Order your parts requirements through normal order processing channels.

Questions regarding parts should be directed to the Special Service Support Center (1-800-325-5621) or E-mailed to: Ford@Renkim.com.

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DEALER PRICE

For latest prices, refer to DOES II.

PARTS RETENTION AND RETURN

Follow the provisions of the Warranty and Policy Manual, Section 1 "WARRANTY PARTS RETENTION AND RETURN POLICIES."

EXCESS STOCK RETURN

Excess stock returned for credit must have been purchased from Ford Customer Service Division in accordance with Policy Procedure Bulletin 4000.

CERTAIN 2006 THROUGH 2011 MODEL YEAR FUSION, MILAN, ZEPHYR AND MKZ VEHICLES EQUIPPED WITH FORD ALL WEATHER FLOOR MATS — ALL WEATHER FLOOR MAT REPLACEMENT

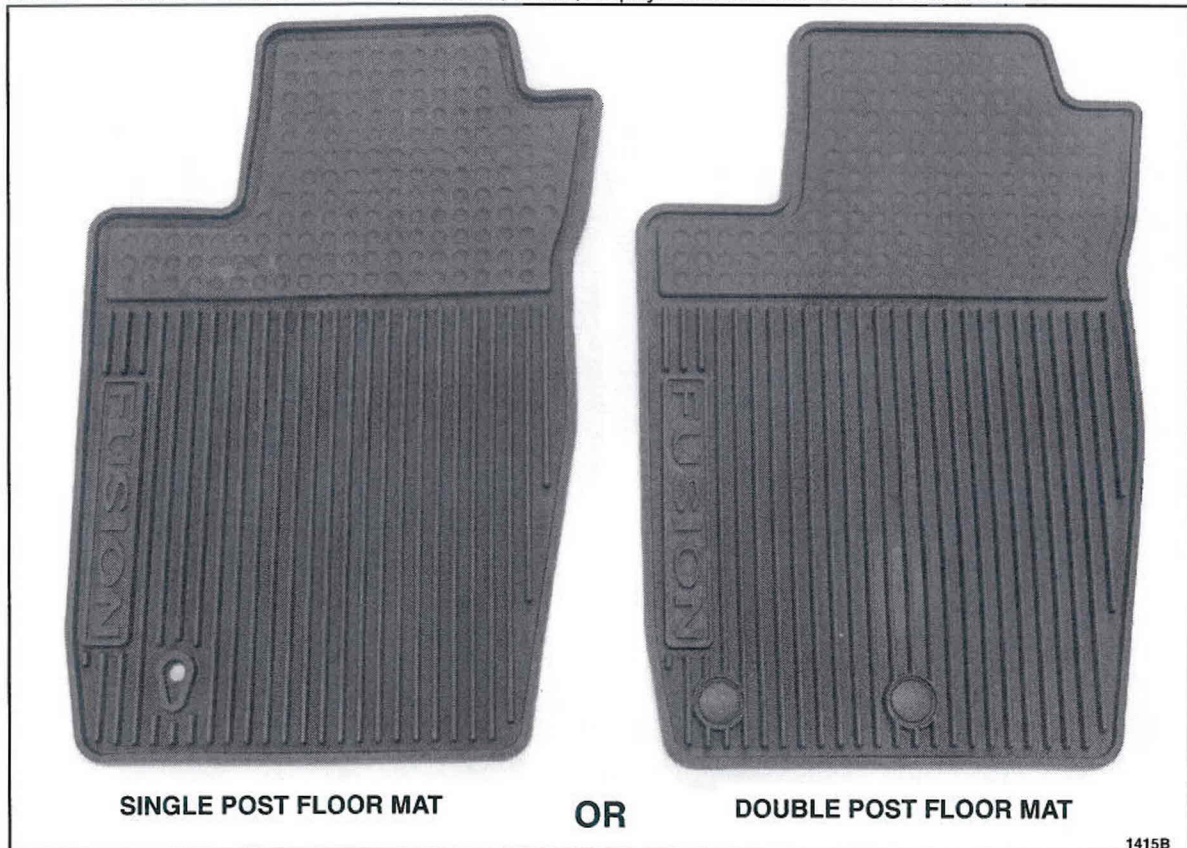
OVERVIEW

If the driver side rubber all weather floor mat is not properly installed or if it moves out of position, it could interfere with the accelerator pedal, potentially inhibiting its return to idle, and increase the risk of a crash. Owners of affected all weather floor mats will be notified to return the affected mats to their dealership in exchange for a new set of mats. For customers in possession of affected floor mats, dealers are to install *new* rubber all weather floor mats following the kit instructions supplied with the mats. Additionally, dealers are to review with the owner that driver side floor mats should never be stacked on top of other mats, and show the owner how the mats are installed and retained.

NOTE: Customers must physically possess and turn in the affected driver side all weather floor mat to receive replacement all weather floor mats. In addition, the dealer must cut the affected driver side all weather floor mat in half diagonally and dispose of the mat appropriately.

- If the original mats are black, the customer will receive a *new* set of black front rubber all weather mats (driver and front passenger).
- If the original mats are a different color (gray or tan), the customer will receive a *new* set of four rubber all weather mats in black.

NOTE: Fusion all weather floor mats shown, Milan, Zephyr and MKZ all weather mats similar.



1415B



SERVICE PROCEDURE

1. Remove the driver side floor mat from the vehicle and inspect the part number prefix code on the back of the mat for one of the following prefix codes. See Figure 1.

Vehicle	Original Part Number Prefix on Back of Mat
Fusion	6E5J
	AE5J
Milan	6N7J
	AN7J
MKZ/Zephyr	6H6J or 7H6J
	AH6J

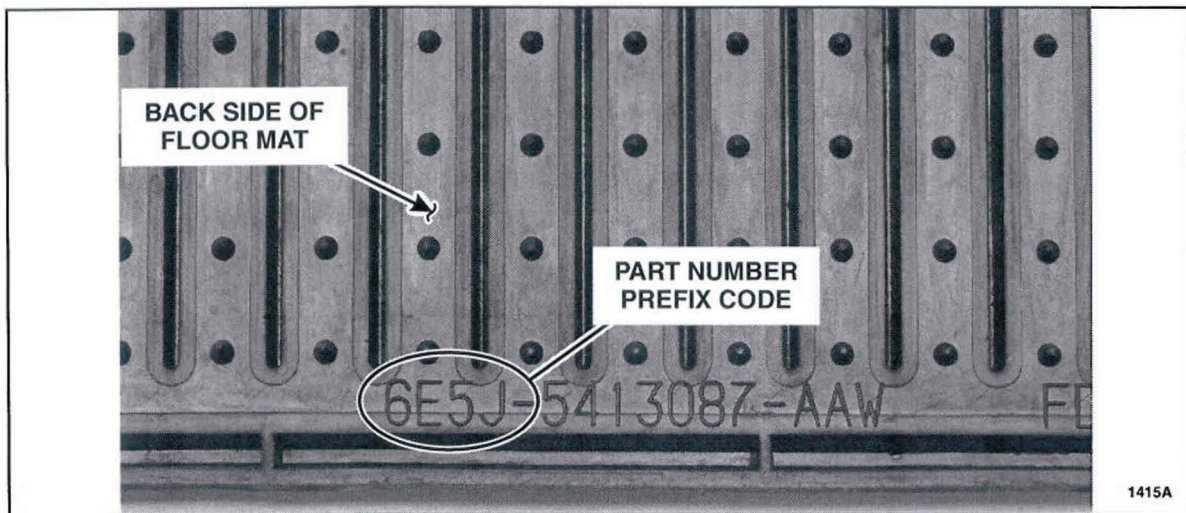


FIGURE 1

WARNING: When installing the driver front floor mat verify that the retention hooks or posts are properly engaged to ensure that the floor mat does not become mispositioned during vehicle operation.

2. Inspection results:

- If the part number prefix code does not match one of the affected codes, reinstall the original floor mat and release the vehicle.
- If the part number prefix code matches one of the affected codes, replace the affected floor mats and then proceed to Step 3.

3. If the mats are affected use a utility knife to cut the driver front floor mat in half diagonally and dispose of the mat appropriately.



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All Weather Floor Mat Replacement

DEALER Q & A**Q1. What is the problem?**

- A. Ford is voluntarily recalling certain Ford rubber all weather floor mats having either a single hook or double post retention design that may be installed on 2006 through 2011 model year Fusion, Milan, Zephyr and MKZ vehicles. If the driver's side rubber floor mat is not properly installed or moves out of position, it could interfere with the accelerator pedal, potentially inhibiting the engine's return to idle, and increase the risk of a crash.

Q2. Why is this called an Equipment Safety Recall?

- A. The recall applies specifically to certain Ford rubber all weather floor mats having either a single hook or double post retention design.

Q3. Why do customers need to return the mats and have the driver mat cut in half? What about the passenger mats?

- A. Ford wants to ensure the affected mats are identified and the driver mat is eliminated after replacement. Front and rear passenger mats can be retained by the owner.

Q4. Why do replacement mats only come in black and look different?

- A. Colored mats are no longer available. The mats provided are of the latest design level.

Q5. Why do owners with affected colored mats get a four-piece kit, but others get a two-piece front kit?

- A. Ford recognizes that this is an inconvenience, and owners take pride in their vehicles. Kits are provided to ensure the vehicle has matching mats.

Q6. Why are only a portion of these vehicles listed in OASIS?

- A. Safety Equipment Recall 14S07 currently includes the known VINs of vehicles that were sold with pre-installed Ford Custom Accessory rubber all weather floor mats. In addition to the known VINs above, 44,582 sets of the affected floor mats may have been purchased over-the-counter by customers at Ford and Lincoln Dealers. The VINs of the vehicles that contain these mats are unknown to Ford and, therefore, are not listed in OASIS.

Q7. How will the VINs with affected over-the-counter purchased Ford rubber all weather mats get added to OASIS?

- A. Potentially affected owners will receive instructions on how to identify affected mats that may be installed in their vehicle. If affected, they will be directed to a website (or their dealer) to register their vehicle, so their VIN is added to Equipment Safety Recall 14S07.

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DEALER Q & A (Continued)

Q8. How will owners be notified?

- A. All potentially affected owners will be mailed letters by the end of July, 2014. Depending on the listed equipment at the time of vehicle production, owners will receive one of two letters.
- Owners of vehicles originally sold with pre-installed Ford all weather floor mats will be directed to verify they have the affected mats and to contact their dealer to order replacement mats.
 - Owners that purchased Ford all weather floor mats over-the-counter will be directed to verify they have the affected mats. If affected, they will be directed to register their vehicle into Equipment Safety Recall 14S07, and to contact their dealer to order replacement mats.

Q9. What if a customer provides a carpeted mat or unlisted all-weather floor mat for replacement?

- A. Only Ford rubber all-weather mats with the affected part number prefixes indicated (6E5J, AE5J, 6N7J, AN7J, 6H6J, or 7H6J) on the back of the mat are included. See Technical Information in Attachment III for more detail. Other mats will not be replaced.

ALL WEATHER FLOOR MAT INSPECTION SHEET

Please inspect your vehicle floor mats to determine if you have affected rubber all weather floor mats, using this inspection sheet. Affected floor mats are being recalled within "Equipment Safety Recall 14S07". You have the option to perform the inspection yourself or you can have the inspection performed by your dealer. Affected all weather floor mats are to be returned to your Ford or Lincoln dealer to have them exchanged for a new set of rubber all weather mats.

INSPECTION PROCEDURE

1. Do you have all weather floor mats that look similar to the ones pictured in Figure 1?

- If Yes or if unsure, proceed to Step 2.
- If No, your floor mats are not in this program and no further action is required.
Thank you for your time.

NOTE: Fusion all weather floor mats shown, Milan, Zephyr and MKZ all weather mats similar.

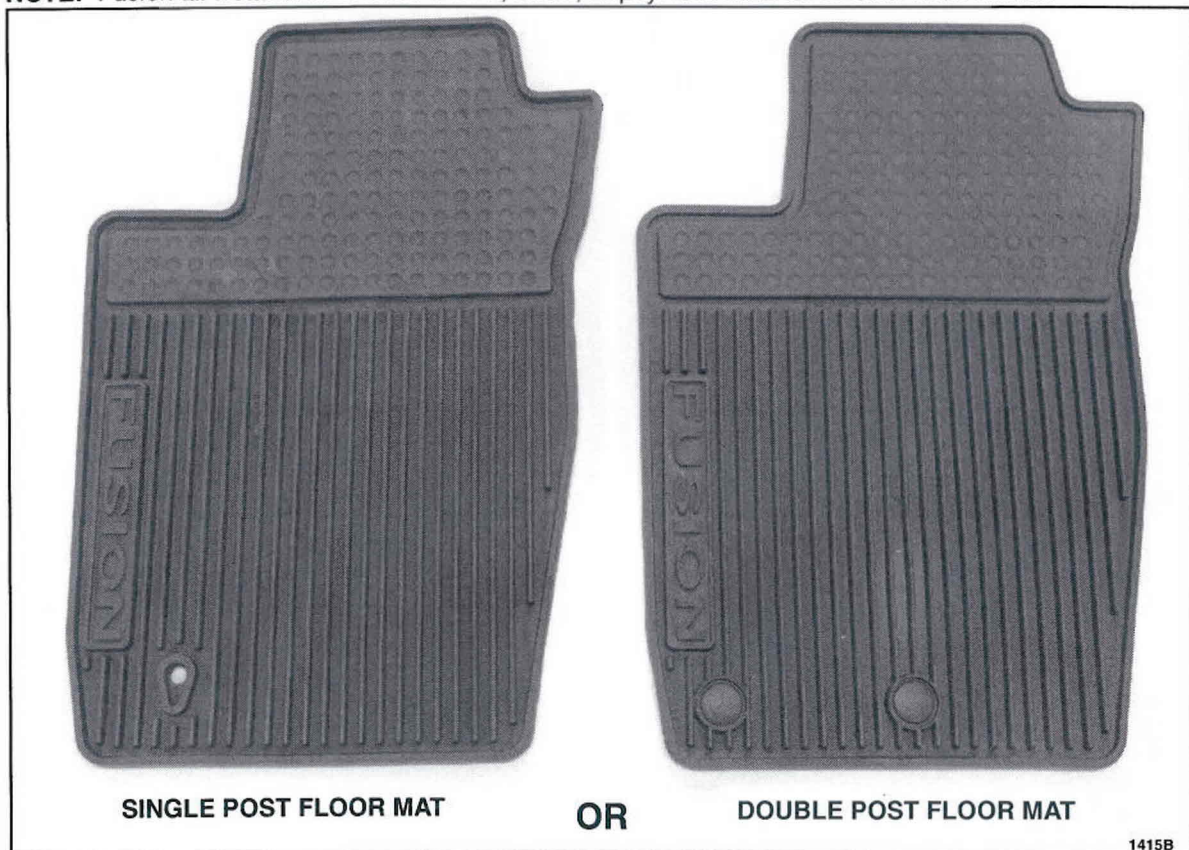


FIGURE 1



2. Remove the driver side floor mat from the vehicle and inspect the part number prefix code on the back of the mat for one of the following prefix codes. See Figure 2.

Vehicle	Original Part Number Prefix on Back of Mat
Fusion	6E5J
	AE5J
Milan	6N7J
	AN7J
MKZ/Zephyr	6H6J or 7H6J
	AH6J

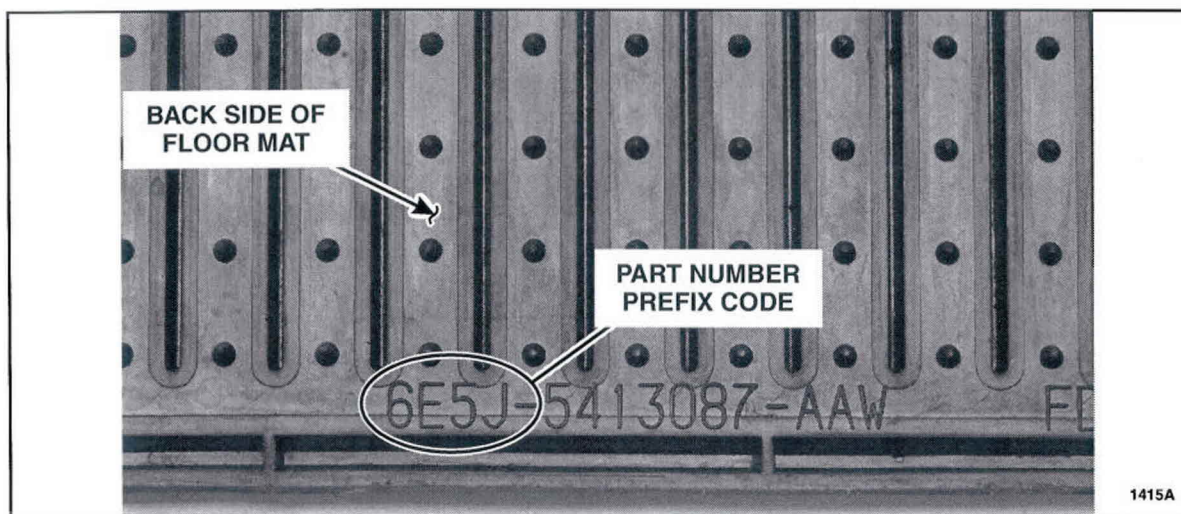


FIGURE 2

3. Inspection results:

- If the part number prefix code does not match one of the affected codes no further action is required. Reinstall your driver side floor mat and secure to the retention hook/posts. See your owner manual for additional information. Thank you for your time.
- If the part number prefix code matches one of the affected codes, proceed to www.floormatprogram.com to register your vehicle for "Equipment Safety Recall 14S07" and for further information. You may also choose to go to your dealer to have the inspection procedure performed or to register your vehicle for the recall.

NOTE: If the original mats are black, you will receive a new set of black front mats (driver and front passenger). If the original mats are a different color (gray or tan), you will receive a *new* set of all four mats in black.

