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Ford Motor Company  
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June 9, 2020

**TO:** All U.S. Ford and Lincoln Dealers

**SUBJECT: Advance Notice – Safety Recall 20S31**  
Certain 2014-2017 Model Year F-150 Vehicles Equipped with 3.5L Ecoboost  
Engines  
Brake Master Cylinder Replacement

**AFFECTED VEHICLES**

Vehicle	Model Year	Assembly Plant	Build Dates
F-150	2015-2017	Dearborn Truck	October 1, 2014 through August 1, 2016
	2014-2017	Kansas City	September 1, 2014 through August 1, 2016

Affected vehicles are identified in OASIS and FSA VIN Lists.

**REASON FOR THIS SAFETY RECALL**

In some of the affected vehicles, a seal in the rear of the brake master cylinder may become compromised, allowing brake fluid to leak into the brake booster. If the brake fluid reservoir is depleted below a predetermined level, the driver will be alerted in multiple ways that brake system service is required.

If the brake fluid reservoir continues to be depleted, the driver may experience a change in brake pedal travel and feel, and reduced brake function in the front wheels without affecting brake function in the rear wheels. Reduced brake function in the front wheels can extend stopping distance, increasing the risk of a crash.

**SERVICE ACTION**

A complete Dealer Bulletin is expected to be available to dealers in the 4<sup>th</sup> quarter 2020 when it is anticipated that parts ordering information and repair instructions will be available to support this safety recall.

If a customer's vehicle exhibits symptoms consistent with a leaking master cylinder before a complete dealer bulletin is available, please contact the Special Service Support Center (SSSC) via the SSSC Web Contact Site.

**IMPORTANT: Dealers should open a Repair Order (RO) only when a full dealer bulletin is published. Opening an RO against an Awareness or Advance Notice will result in warranty rejections against a recall.**

**CUSTOMER NOTIFICATION**

Owners of record will be notified via first-class mail the week of June 29, 2020 indicating that parts are not yet available to repair their vehicles. Customers will be notified when parts become available to repair their vehicles.

## **OWNER REFUNDS**

- **This safety recall must still be performed, even if the owner has paid for a previous repair. Claiming a refund will not close the recall on the vehicle.**
- Ford Motor Company is offering a refund for owner-paid repairs covered by this recall if the repair was performed prior to the date indicated in the reimbursement plan, which is posted with this bulletin. Owners are directed to seek reimbursement through authorized dealers or, at their option, directly through Ford Motor Company at P.O. Box 6251, Dearborn, MI 48121-6251.
- Dealers are also pre-approved to refund owner-paid emergency repairs that were performed away from an authorized servicing dealer after the end date specified in the reimbursement plan. Non-covered repairs, or those judged by Ford to be excessive, will not be reimbursed.
- Refunds will only be provided for the cost associated with brake master cylinder replacement.

## **CLAIMS PREPARATION AND SUBMISSION**

- **Claim Entry:** Enter claims using Dealer Management System (DMS) or One Warranty Solution (OWS) online.
    - When entering claims, select claim type 31: Field Service Action. The FSA number (20S31) is the sub code.
    - For additional claims preparation and submission information, refer to the Recall and Customer Satisfaction Program (CSP) Repairs in the OWS User Guide.
- IMPORTANT:** Click the Related Damage Indicator radio button.
- **Refunds:** Submit refunds on a separate repair line.
    - Program Code: 20S31                      - Misc. Expense: ADMIN
    - Misc. Expense: REFUND                - Misc. Expense: 0.2 Hrs.
    - Multiple refunds should be submitted on one repair line and the invoice details for each repair should be detailed in the comments section of the claim.

## **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 \$21,000 per vehicle. Correct all vehicles in your new vehicle inventory prior to delivery.**

## **QUESTIONS & ASSISTANCE**

For questions and assistance, contact the SSSC via the SSSC Web Contact Site. The SSSC Web Contact Site can be accessed through the Professional Technician Society (PTS) website using the SSSC link listed at the bottom of the OASIS VIN report screen or listed under the SSSC tab.

Sincerely,



David J. Johnson

**Ford Motor Company**  
**Recall Reimbursement Plan for 20S31**

*Ford and Lincoln dealers are in the best position to quickly and efficiently process reimbursement requests. However, federal legislation requires all motor vehicle manufacturers to establish processes through which customers may seek recall reimbursement directly from the manufacturer or from the dealers.*

*Regarding the specific reimbursement plan for Recall # 20S01, owners who have paid for service to remedy the defect or noncompliance must have had that service performed prior to July 17, 2020. After this date, if repairs related to this recall are performed by a non-Ford repair facility in an emergency situation, customers must submit any refund requests through their dealership. As required by this federal regulation, Ford Motor Company submitted the details of its latest General Recall Reimbursement Plan in a letter to the National Highway Traffic Safety Administration (NHTSA) in February 2019. The following is the text of that letter and the Plan:*

**General Recall Reimbursement Plan**  
(As submitted to the NHTSA)

Pursuant to the requirements set forth in 49 CFR Part 573 and Part 577 of the Code of Federal Regulations, Ford Motor Company (Ford) is submitting required information pertaining to our general reimbursement plan for the cost of remedies paid for by vehicle owners before they are notified of a related safety recall.

Set forth below is Ford's general plan to reimburse owners and purchasers for costs incurred for remedies in advance of notification of potential safety-related defects or noncompliances pursuant to Part 573.6 (c)(8)(i). This plan has not changed since our February 20, 2019 submission.

**Reimbursement Notification**

Ford's notice to a vehicle owner in accordance with 49 CFR Part 577 will indicate that Ford is offering a refund if the owner paid to have service to remedy the defect or noncompliance prior to a specified ending date. In accordance with Part 573.13 (c)(2), this ending date will be defined as a minimum of ten calendar days after the date on which Ford mailed the last of its Part 577 notifications to owners, and will be indicated in the specific reimbursement plan available to owners for an individual recall. This notice will direct owners to seek eligible reimbursement through authorized dealers or, at their option, directly through Ford at the following address:

Ford Motor Company  
P.O. Box 6251  
Dearborn, MI 48121-6251

Ford notes that this rule allows for the identification of a beginning date for reimbursement eligibility. Under the rule, an owner who paid to remedy the defect or noncompliance prior to the identified beginning date would not be eligible for reimbursement. Ford generally has not established such a beginning date for reimbursement eligibility and does not presently anticipate changing this general policy. However, in any case where Ford determines a beginning date is appropriate, Ford will indicate that date in the owner notice. As permitted by 577.11(e), Ford may not include a reimbursement notification when all vehicles are well within the warranty period, subject to approval by the agency.

## **Costs to be Reimbursed**

For vehicles, reimbursement will not be less than the lesser of:

- The amount paid by the owner for the remedy that specifically addressed and was reasonably necessary to correct the defect or noncompliance that is the subject of the recall, or
- The cost of parts for the remedy (to be no more than the manufacturer's list retail price for authorized part(s), plus associated labor at local labor rates, miscellaneous fees (such as disposal of waste) and taxes.

For replacement equipment, reimbursement will be the amount paid by the owner for the replacement item (limited by the amount of the retail list price of the defective or noncompliant item that was replaced, plus taxes, where the brand or model purchased by the owner was different than the brand or model that was the subject of the recall). If the item of motor vehicle equipment was repaired, the reimbursement provisions identified above for vehicles will apply.

Ford notes that costs incurred by the owner within the period during which Ford's original or extended warranty would have provided for a free repair of the problem will not be eligible for reimbursement, as provided by Part 573.13 (d)(1).

### Entities Authorized to Provide Reimbursement

Ford will continue to use authorized dealers to reimburse owners under the specific reimbursement plans for a particular recall, and will encourage owners to pursue requests for reimbursement directly through dealers to expedite reimbursement. Ford will also provide a mailing address to which customers can, at their option, send requests for reimbursement directly to Ford, as previously noted. Requests for reimbursement sent directly to Ford may take up to 60 days to process. Whether the owner chooses to pursue reimbursement requests through a dealer or directly through Ford, the owner will be directed to submit the required documentation, upon which reimbursement eligibility will be determined.

## **Required Documentation**

The reimbursement determination will depend upon the information provided by the customer. Consistent with Part 573.13 (d)(4) the following information must be submitted:

- Claimant name and address
- Vehicle make, model, and model year
- Vehicle identification number (VIN) and, for replacement equipment, a description of such equipment or, for tires, the model, size and TIN (DOT code)
- Identification of the recall number (either the Ford recall number or the NHTSA recall number)
- Identification of the owner of the recalled vehicle at the time that the pre-notification remedy was obtained
- An original receipt for the pre-notification remedy that includes a breakdown of the amount for parts, labor, other costs and taxes, including costs for the replacement item. Where the receipt covers work other than to address the recall or noncompliance, Ford may require the claimant to separately identify costs that are eligible for reimbursement.
- If the remedy was obtained during the warranty period, documentation indicating that the warranty was not honored or the warranty repair did not correct the problem related to the recall.

Failure to submit all of the above information may result in denial of the reimbursement request.

## **Additional Information**

The Part 577 required owner notice will provide a toll-free telephone number through which specific information about the reimbursement plan can be requested from Ford. This general reimbursement plan will be incorporated into notifications pursuant to Part 573.6 by reference. Information specific to an individual recall also may be incorporated into the Part 573.6 notification.