



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

1200 New Jersey Avenue SE
Washington, DC 20590

February 21, 2023

Mr. Adrian Diaz
Assistant Engineering Director Automotive Safety Office
Ford Motor Company
330 Town Center Drive
Suite 500/5024
Dearborn, MI 48126

NEF-107DM
23V-072

Subject: Passenger Air Bag May Deploy Improperly/FMVSS 208

Dear Mr. Diaz:

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/F-150/2023

Mfr's Report Date: February 10, 2023

NHTSA Campaign Number: 23V-072

Components:

AIR BAGS:FRONTAL

Potential Number of Units Affected: 1,352

Problem Description:

Ford Motor Company (Ford) is recalling certain 2023 F-150 vehicles. The instrument panel top cover on the passenger-side may prevent the air bag from deploying as intended. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 208, "Occupant Crash Protection."

Consequence:

An air bag that does not deploy as intended increases the risk of injury in a crash.

Remedy:

Dealers will replace the passenger instrument panel top cover, free of charge. Owner notification letters are expected to be mailed February 27, 2023. Owners may contact Ford customer service at 1-866-436-7332. Ford's number for this recall is 23C01.

Notes:

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.nhtsa.gov.

We have received Ford's proposed owner notification letter and it is currently under review. You will be notified of any changes or concerns once our review is complete.



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).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

As stated in Part 573.7, submission of the first of eight 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.

Ford Motor Company's contact for this recall will be DeMara Magruder who may be reached by email at demara.magruder@dot.gov. We look forward to working with you.

Sincerely,



Alex Ansley
Chief, Recall Management Division
Office of Defects Investigation
Enforcement