



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

1200 New Jersey Avenue SE
Washington, DC 20590

November 14, 2024

Mr. Tom Single
Assistant Director
Ford Motor Company
330 Town Center Drive
Suite 500
Dearborn, MI 48126-2738

NEF-107DG
24V-852

Subject: Missing Dashboard Air Bag Warning Label/FMVSS 208

Dear Mr. Single:

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/ESCAPE/2020-2024
FORD/EXPEDITION/2018-2024
FORD/EXPLORER/2020-2025
FORD/F-150/2018-2024
LINCOLN/AVIATOR/2020-2025
LINCOLN/CORSAIR/2020-2024
LINCOLN/NAVIGATOR/2018-2024

Mfr's Report Date: November 8, 2024

NHTSA Campaign Number: 24V-852

Components:

EQUIPMENT:OTHER:LABELS

Potential Number of Units Affected: 27,678

Problem Description:

Ford Motor Company (Ford) is recalling certain 2020-2025 Explorer, Lincoln Aviator, 2020-2024 Escape, Lincoln Corsair, 2018-2024 F-150, Expedition and Lincoln Navigator vehicles. The air bag warning label may be missing from the dashboard. As such, these vehicles fail to comply with the requirement Federal Motor Vehicle Safety Standard number 208, "Occupant Crash Protection."

Consequence:

Without a label that shows the proper restraint usage guidelines, the occupants may have an increased risk of injury in the event of a crash.

Remedy:

Ford will mail owners the warning labels, free of charge. Owner notification letters are expected to be mailed December 16, 2024. Owners may call Ford customer service at 1-866-436-7332. Ford's number for this recall is 24C39.

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 nhtsa.gov.

Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, 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 49 U.S.C. § 30118(f), submission of eight consecutive quarterly reports followed by three annual reports is required. As described in 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. The first of three consecutive annual status reports will be due on, or before, 1 year after the eighth quarterly report was submitted.

Ford Motor Company's contact for this recall will be Dusty Gardner who may be reached by email at dusty.gardner@dot.gov. We look forward to working with you.

Sincerely,



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