



Service Engineering Operations  
Customer Service Division

Ford Motor Company  
PO Box 1904  
Dearborn, Michigan 48121

December 11, 2024

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

**SUBJECT: NEW VEHICLE DEMONSTRATION / DELIVERY HOLD -  
Compliance Recall 24C39**

Certain 2018-2025 Model Year Multiple Vehicle Lines Built for US Export Markets  
Missing Dashboard Air Bag Warning Label

**AFFECTED VEHICLES**

Vehicle	Model Year	Assembly Plant	Build Dates
Explorer	2020-2025	Chicago Assembly	April 26, 2019 through August 27, 2024
	2021-2023	Chicago SHO Center	September 28, 2020 through July 27, 2023
Aviator	2020-2025	Chicago Assembly	May 2, 2019 through June 13, 2024
		Chicago SHO Center	October 22, 2020 through November 8, 2021
Escape	2020-2024	Louisville Plant	July 29, 2019 through September 13, 2024
Corsair			July 23, 2019 through August 19, 2024
F-150	2018-2024	Dearborn Assembly	June 7, 2017 through October 17, 2024
		Kansas City Plant	August 15, 2017 through October 21, 2024
Expedition	2018-2024	Kentucky Truck Plant	October 30, 2017 through October 1, 2024
Navigator			November 4, 2017 through October 16, 2024

US population of affected vehicles: 1,312. Affected vehicles are identified in OASIS.

**NOTE:** Some vehicles may have been repaired at the plant. Monitor OASIS before opening an RO and/or beginning a repair.

**REASON FOR THIS COMPLIANCE RECALL**

All of the affected vehicles may not conform to the requirements specified by Federal Motor Vehicle Safety Standard (FMVSS) 208 S4.5.1(e) Occupant Crash Protection / Labeling and Owners Guide Information.

On certain US export market vehicles, the dashboard airbag warning label was not installed at the vehicle assembly plants. A missing label can lead to a lack of customer awareness of the airbag system and its deployment in the event of a crash; and can potentially hinder the customer's understanding of the airbag system functionality, increasing the risk of injury.

**NOTE:** The information on the missing label is also included on the sun visor label and in the Owner's guide if customers have questions.

## **SERVICE ACTION**

**UNSOLD Vehicles:** Before demonstrating or delivering any new in-stock vehicles involved in this recall, dealers are to:

- Install provided air bag warning labels per Technical Instruction detail.
- Location varies per vehicle.
- Can be done in service drive.
- Respective dealers will be mailed labels for the inventory on hand plus extra as needed.

**SOLD Vehicles: NO Action** necessary. Ford will mail owners the dashboard airbag warning label. For new vehicle storage guidelines, refer to EFC13033, Storage Guidelines for New Vehicles.

## **OWNER NOTIFICATION MAILING SCHEDULE**

Owner letters are expected to be mailed the week of December 16, 2024 or sooner.

## **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 \$27,168 per vehicle. Correct all vehicles in your new vehicle inventory before delivery.**

## **ATTACHMENTS**

- Administrative Information
- Labor Allowances and Parts Ordering Information
- Technical Instructions
- Mobile Service Repair Assessment
- Owner Notification Letters
- Recall Reimbursement Plan


## **QUESTIONS & ASSISTANCE**

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

Customer Service Division

## Compliance Recall 24C39

### **MOBILE SERVICE REPAIR ASSESSMENT LEVEL**

- All repairs in this program have the following assessment level.
  -  - Not a Mobile Service Repair

### **OASIS ACTIVATION**

OASIS will be activated on December 11, 2024.

### **FSA VIN LISTS ACTIVATION**

FSA VIN Lists for unsold vehicles only will be available through <https://web.fsavinlists.dealerconnection.com> by December 11, 2024. Owner names and addresses will not be activated for this service action.

**NOTE:** Your FSA VIN Lists 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**

- Ford has not issued instructions to stop selling/delivering or driving used vehicles under this compliance recall.

### **STOCK VEHICLES**

- Correct all affected units in your new vehicle inventory before delivery.
- Use OASIS to identify any affected vehicles in your used vehicle inventory.

### **DEALER-OPERATED RENTAL VEHICLES**

The Fixing America's Surface Transportation (FAST) Act law effective June 2016 prohibits a rental company from selling, renting, or leasing vehicles subject to a safety or compliance recall. Please consult your legal counsel for legal advice.

### **BRANDED / SALVAGED TITLE VEHICLES**

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

### **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 before 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 PO 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 replacing a missing dashboard air bag warning label.

## Compliance Recall 24C39

### **RENTAL VEHICLES**

Rental vehicles are not approved for this program.

### **ADDITIONAL REPAIR (LABOR TIME AND/OR PARTS)**

Additional repairs identified as necessary to complete the FSA should be managed as follows:

- For related damage and access time requirements, refer to the Warranty and Policy Manual / Section 6 – Ford & Lincoln Program Policies / General Information & Special Circumstances for FSAs / Related Damage.
- For vehicles within new vehicle bumper-to-bumper warranty coverage, no SSSC approval is required, although related damage must be on a separate repair line with the “Related Damage” radio button checked.
  - Ford vehicles – 3 years or 36,000 miles
  - Lincoln vehicles – 4 years or 50,000 miles
- For vehicles outside new vehicle bumper-to-bumper warranty coverage, submit an Approval Request to the SSSC Web Contact Site before completing the repair.

### **CLAIMS PREPARATION AND SUBMISSION**

- **Technician Competency Requirement:** The STST Competency 10 certification requirement in the U.S. market only will be enforced starting with repair orders opened on or after August 31, 2024. FSA repairs will reject and the claim will not be paid if the repairing technician is not certified in STST Competency 10 FSA. See EFC15332 for more details.
- **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 (24C39) is the subcode.
  - For additional claims preparation and submission information, refer to the Recall and Customer Satisfaction Program (CSP) Repairs in the OWS User Guide.
- **Related Damage/Additional labor and/or parts:** Must be claimed as Related Damage on a separate repair line from the FSA with the same claim type and subcode as described in Claim Entry above.

**IMPORTANT:** Click the Related Damage Indicator radio button.

- **Refunds:** Submit refunds on a separate repair line.
  - Program Code: 24C39
  - 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.

Compliance Recall 24C39

**LABOR ALLOWANCES**

Description	Labor Operation	Labor Time
<b>Unsold Vehicles Only:</b> Install air bag warning label per Technical Instructions Can be done in the service drive Dealers with unsold vehicles will be mailed labels <ul style="list-style-type: none"> <li>Expected mail date: week of December 16, 2024</li> </ul>	24C39B	0.2 Hours

**PARTS REQUIREMENTS / ORDERING INFORMATION**

**NOTE:** Labels will be shipped directly to dealers for respective program vehicles.

- Contact the SSSC for issues.
- For Sold Vehicles - All customers will be mailed their respective label, and no dealer involvement is needed.
- The following table is for **REFERENCE ONLY** – **NO** part orders necessary.

Label Part Number	Vehicle	Description
<b>*** REFERENCE ONLY ***</b>		
BU5A-13C361-BA	F150	Label with Sticker
BU5A-13C361-AA	Aviator	Label with Short String
	Explorer	
	Police Interceptor Utility	
LU5A-13C361-AA	Expedition	Label with Long String
	Navigator	
	Corsair	
	Escape	

Compliance Recall 24C39

**REPLACED FSA PARTS INSPECTION AND SIGN OFF**

Effective March 1<sup>st</sup>, 2021, all parts replaced as part of an FSA repair with a repair order open date of March 1<sup>st</sup>, 2021, or later must be inspected and signed off on the repair order by a member of your dealer fixed operations management team or an employee of the task has been delegated to. If the task is to be delegated to a non-management employee, the employee needs to be someone other than the technician who completed the repair and needs to understand the importance of completing this task consistently and accurately.

- All parts replaced as part of an FSA repair should be returned to the parts department following the Warranty Parts Retention and Return Policies.
- Inspect the replaced parts to verify the FSA repair was completed.
- If the FSA repair is found to be complete, the designated employee signs the repair order line or parts return stamp area (electronic or hand signed) for the FSA repair indicating the parts were inspected and validated to have been replaced.
- After the parts have been inspected, they should be handled based on the guidance in the parts status report in the Online Warranty System (Hold, Return, CORE, Scrap, etc.). Please visit FMCDEALER > PARTS & SERVICE > WARRANTY ADMINISTRATION & WARRANTY PARTS RETURN for the latest [Immediate Scrap List](#) information.
- This process is subject to review during warranty audits for FSA repairs with a repair order open date of March 1<sup>st</sup>, 2021, or later. Any eligible FSA claims requiring parts replacement found not to have been inspected and signed off during a warranty audit will be subject to chargeback and consideration for enrollment into the Dealer Incomplete Recall Repair Process.

**Note:** Other approvals (electronic or handwritten) for add-on repair lines, dealer-owned vehicle repairs, and repeat repairs do not qualify as FSA parts inspection approvals. The post-repair FSA parts inspection process (electronic or handwritten) is independent of other warranty approval requirements. The approval by the designated employee implies that the FSA parts were found to be replaced and must be able to be identified on the Repair Order. If multiple FSAs require approval on a single Repair Order, each applicable occurrence will require individual post-repair approval by the designated employee.

## CERTAIN 2018-2025 MODEL YEAR MULTIPLE VEHICLE LINES BUILT FOR US EXPORT MARKETS – MISSING DASHBOARD AIR BAG WARNING LABEL

**IMPORTANT!** The Service Technician Specialty Training (STST) Competency 10 certification requirement in the U.S. market only will be enforced starting with repair orders opened on or after August 31, 2024. Field Service Action (FSA) repairs will reject and the claim will not be paid if the repairing technician is not certified in STST Competency 10 FSA. See Electronic Field Communication (EFC)15332 for more details.

### SERVICE PROCEDURE

#### *Table Of Contents*

<i>F-150 Vehicles.....</i>	<i>2</i>
<i>Explorer and Aviator Vehicles.....</i>	<i>3</i>
<i>Police Interceptor Vehicles.....</i>	<i>4</i>
<i>Escape and Corsair Vehicles.....</i>	<i>5</i>
<i>Expedition and Navigator Vehicles.....</i>	<i>6</i>

#### **NOTE:**

- Labels will be sent directly to dealers with unsold vehicles for installation.
- Install can be done in the service drive or parking lot.
- Customers will be mailed their labels directly and no dealer action is necessary for sold vehicles.
- For additional labels or questions, contact the Special Service Support Center (SSSC).

1. Install the *new* dashboard air bag warning label at the correct location inside the vehicle. See Figures 1 through 10 for the correct location.

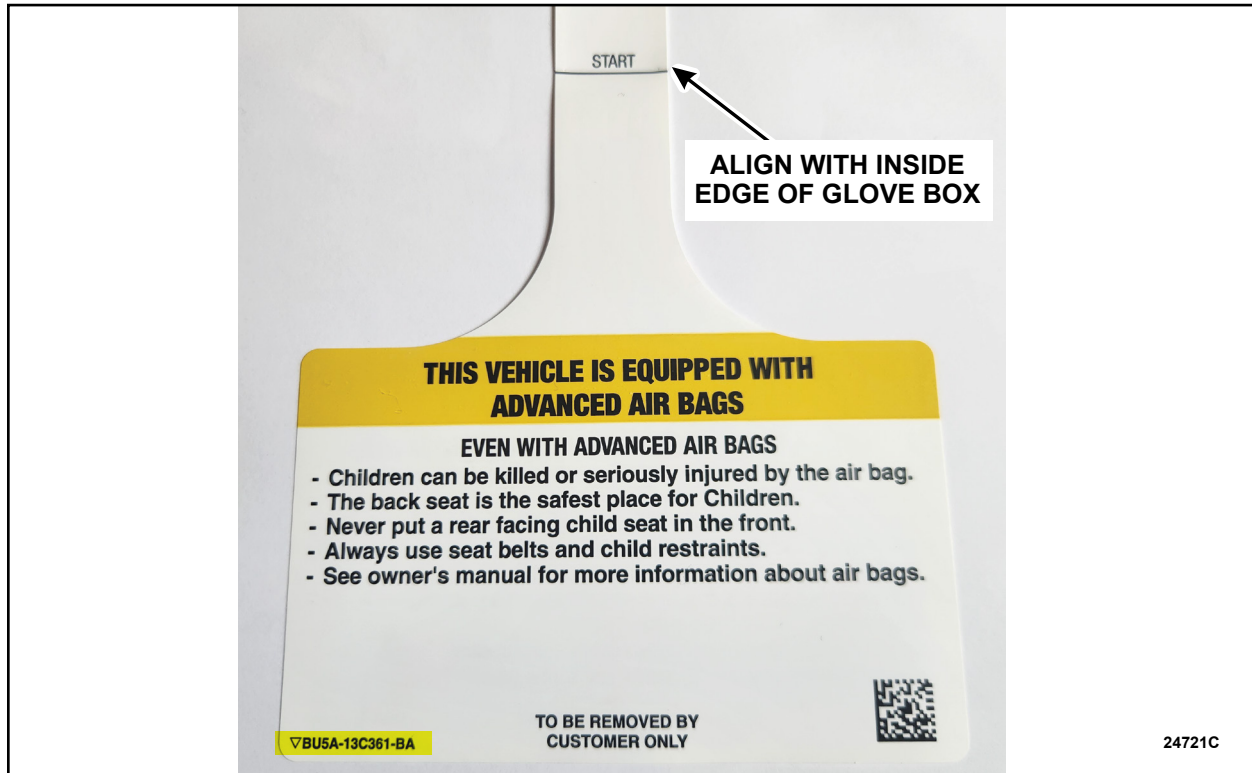
**NOTE:** Close glove box if opened for repair.



**F-150 Vehicles**

**NOTE:** Confirm label part number matches: BU5A-13C361-BA

**NOTE:** Attach adhesive portion of sticker (see START line) to inside of glove box away from latch as shown so that warning label hangs out of a closed glove box. See figure 2.



**FIGURE 1**

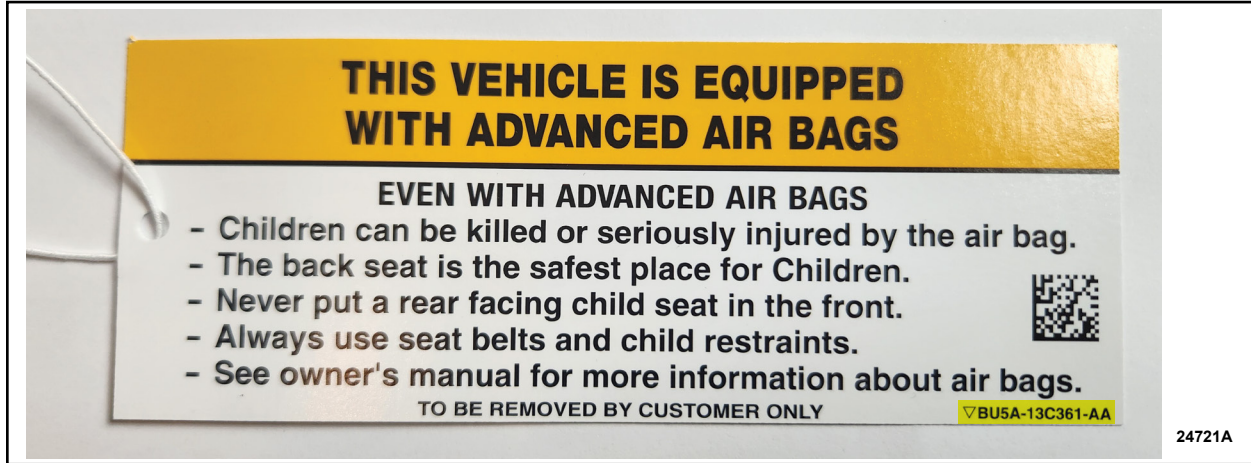


**FIGURE 2**



**Explorer and Aviator Vehicles**

**NOTE:** Confirm label part number matches: BU5A-13C361-AA



**FIGURE 3**



**FIGURE 4**



**Police Interceptor Vehicles**

**NOTE:** Confirm label part number matches: BU5A-13C361-AA



**FIGURE 5**



**FIGURE 6**



Escape and Corsair Vehicles

NOTE: Confirm label part number matches: LU5A-13C361-AA

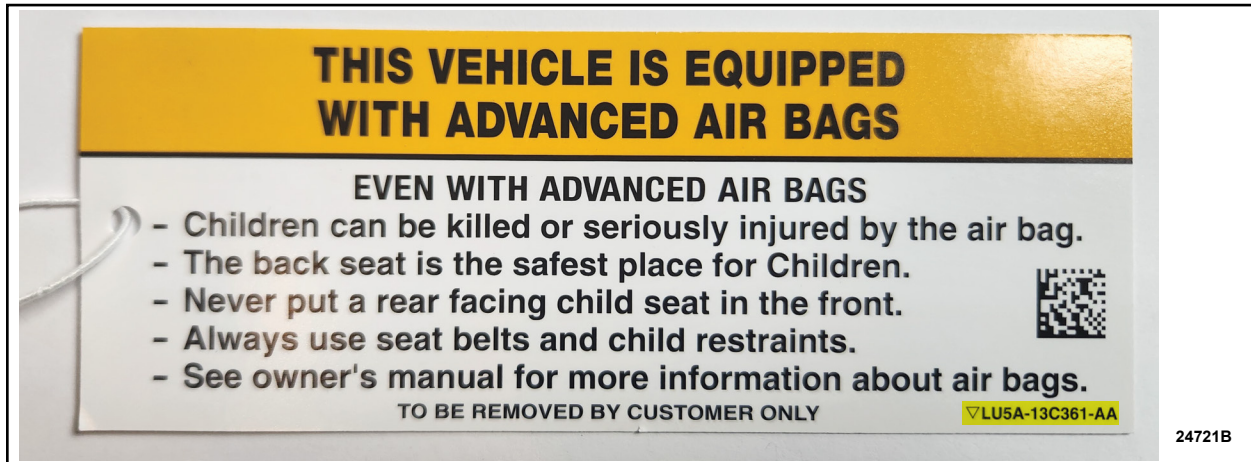


FIGURE 7

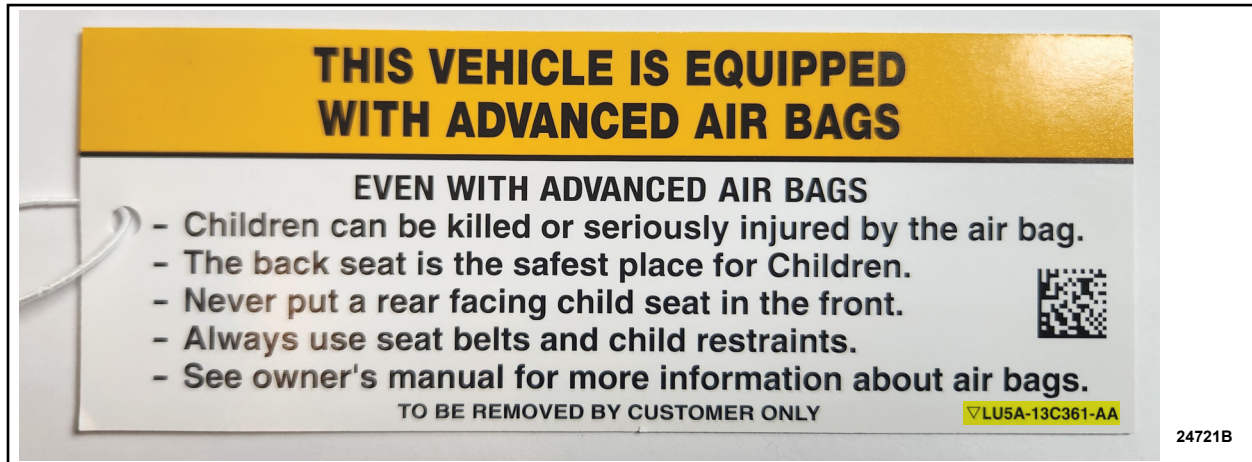


FIGURE 8

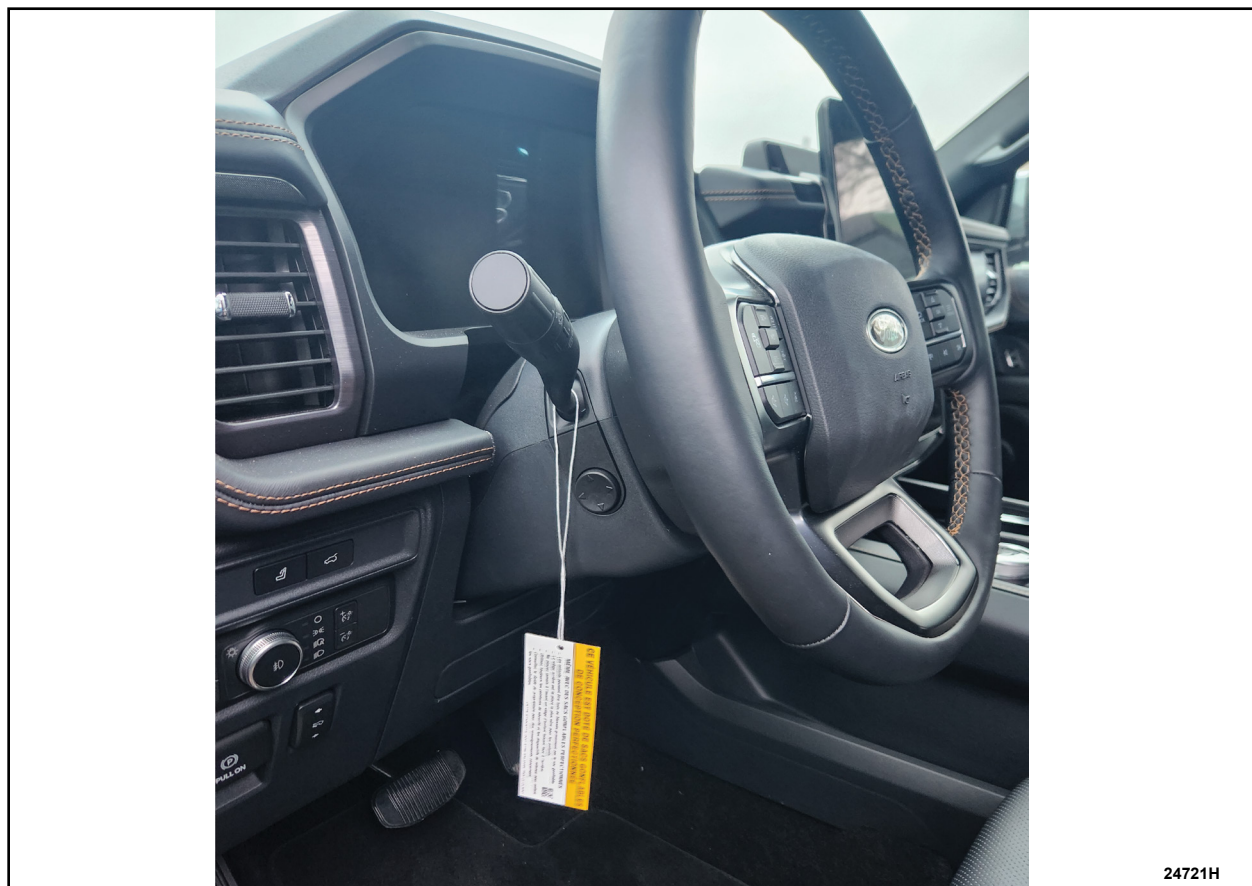


**Expedition and Navigator Vehicles**

**NOTE:** Confirm label part number matches: LU5A-13C361-AA



**FIGURE 9**



**FIGURE 10**



Compliance Recall 24C39







Mobile Service Repair Assessment

Assessment levels have been identified to help determine the ease of performing eligible mobile service repairs for a Field Service Action (FSA) outside of the dealership service facility.


**Dealer Bulletin**


Within the Administrative Information Attachment of the dealer bulletin a mobile service repair assessment level(s) will be provided. These assessment levels have been determined using the amount of time, equipment and labor identified to perform the intended service action.

**Assessment Levels**

-  - Mobile Reprogramming (MRA1)
-  - Light Mobile Service (MRA2)
-  - Enhanced Mobile Service (MRA3)
-  - Advanced Mobile Service (MRA4)
-  - Not a Mobile Service Repair (MRA5)
-  - Wheel and Tire Mobile Service (MRA6)
-  - Advanced Driver Assistance System (ADAS) Mobile Repair (MRA7)

**Description of each level that is used to determine the overall assessment.**

-  – Mobile Reprogramming (MRA1)
  - Module Programming or similar type services
  - Minimum tools maybe required other than an **IDS/FDRS** setup
  - FDRS programming that requires internet connection (wi-fi or mobile hotspot)
  - Make sure vehicle has a charge port to ensure battery voltage is maintained during flashing of the module(s)
  - Repairs not greater than 1 hour in length (including time to wait for programming)

*Note: The location will need a charging station or wall box to maintain the 12-volt battery.*
-  – Light Mobile Service (MRA2)
  - Interior repair procedures that do not require seat, dash, or headliner removal
  - Under hood repairs that do not require large component removal
  - Exterior repairs that do not require large component/panel removal
  - Repairs may require standard hand tools (Access to a Technician starter kit or similar)

## Compliance Recall 24C39

 – Enhanced Mobile Service (MRA3)

- **A two-person process is required anytime a procedure requires work under the vehicle**
- Brake Inspection and Brake Repair/Replacement
- Limited Suspension Component replacement (no alignment)
- Under Vehicle access for limited repairs (no large component removal)
- Vehicle Check Up - VCU
- Pre-Delivery Inspection - PDI
- Used Car Inspection/Presale Inspection
- May require floor jack, jack stands, and impact tools

*Note: Wheel lock may be required.*

 – Advanced Mobile Service (MRA4)

- Fluid Exchange/Oil Change
- Light Repairs
- Brake Hydraulic Repairs

 – Not a Mobile Service Repair (MRA5)

1. Large component removal
2. BEV Battery Replacement
3. Requires a vehicle hoist – to complete the repair (more than inspection)
4. Required vehicle alignment
5. Requires significant vehicle disassembly
6. Repairs greater than 2-3 hours
7. Any repairs that require M-Time
8. Includes a service procedure where the vehicle owner may be distressed about the state of their vehicle.

 – Wheel and Tire Mobile Service (MRA6)

- Tire Removal from Wheel
- Tire Balancing
- Tire Repair

*Note: Specialized Mobile Service unit and equipment including Tire balancer and Tire Changer required.*

 – Advanced Driver Assistance System (ADAS) Mobile Repair (MRA7)

- Requires the uses of a ADAS Mobile Service Kit.
- May require a post repair test drive.
  - Parking Lot Maneuvers to capture parking lines for camera alignment.
  - Steady speed cruising (45 MPH).
- **The vehicle service location will have to be validated before scheduling an appointment to determine if a mobile repair is appropriate.**

**Ford Motor Company**  
**Recall Reimbursement Plan for 24C39**

*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 the dealers.*

*Regarding the specific reimbursement plan for Recall # 24C39, owners who have paid for service to remedy the defect or noncompliance must have had that service performed before January 5, 2025. After this date, if repairs related to this recall are performed by a non-Ford repair facility in an emergency, 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 May 2021. 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 May 5, 2021 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 repair did not correct the problem related to the recall

Failure to submit all 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.