



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

1200 New Jersey Avenue SE
Washington, DC 20590

April 28, 2025

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

NEF-107DG
25V-271

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/F-150/2025

Mfr's Report Date: April 23, 2025

NHTSA Campaign Number: 25V-271

Components:

EQUIPMENT:OTHER:LABELS

Potential Number of Units Affected: 326

Problem Description:

Ford Motor Company (Ford) is recalling certain 2025 F-150 vehicles. The air bag warning label may be missing from the dashboard. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 208, "Occupant Crash Protection."

Consequence:

A missing air bag warning label will not warn occupants about the risks of air bag deployment, increasing the risk of injury in a crash.

Remedy:

Ford will mail owners the warning labels, free of charge. Owner notification letters are expected to be mailed May 5, 2025. Owners may contact Ford customer service at 1-866-436-7332. Ford's number for this recall is 25C12.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 888-327-4236 (TTY 888-275-9171) or go to [nhtsa.gov](https://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).

Please be reminded that under 49 U.S.C. § 30112(a)(3), it is illegal for a manufacturer, to sell, offer for sale, import, or introduce or deliver into interstate commerce, a motor vehicle or item of motor vehicle equipment that contains a safety defect once the manufacturer has notified NHTSA about that safety defect. This prohibition does not apply once the motor vehicle or motor vehicle equipment has been remedied according to the manufacturer's instructions.

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