



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

**1200 New Jersey Avenue SE
Washington, DC 20590**

June 18, 2025

25V396

Tom Single
Ford Motor Company
330 Town Center Drive
Suite 500
Dearborn, MI 48126

Subject: Passenger Air Bag May Deploy Improperly/FMVSS 208

Dear Tom 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/BRONCO/2025

Mfr's Report Date: June 13, 2025

NHTSA Campaign Number: 25V396

Components:
AIR BAGS:FRONTAL

Potential Number of Units Affected: 2,272

Problem Description:

Ford Motor Company (Ford) is recalling certain 2025 Bronco vehicles. The active vent flap 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 during a crash.

Remedy:

Dealers will replace the passenger air bag module, free of charge. Interim owner notification letters stating the safety risk are expected to be mailed June 28, 2025. A second notice will be sent once the



remedy is available. Owners may contact Ford customer service at 1-866-436-7332. Ford's number for this recall is 25C27.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-888-275-9171), 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 Dusty Gardner who may be reached by email at dusty.gardner@dot.gov. We look forward to working with you.

Sincerely,

Alex Ansley

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