



U.S. Department
of Transportation

National Highway
Traffic Safety
Administration

Part 573 Safety Recall Report

25V347

Manufacturer Name: Ford Motor Company

Submission Date: May 23, 2025

NHTSA Recall No.: 25V347

Manufacturer Recall No.: 25S53

Manufacturer Information

Population

Manufacturer Name: Ford Motor Company

Address: 330 Town Center Drive
Suite 500
Dearborn MI, 48126-2738

Total number of potentially involved: 492,145

Estimated percentage with defect: 4%

Vehicle Information

Vehicle 1: 2016-2017 FORD EXPLORER

Product Category: Light Vehicles

Product Type: Multipurpose Passenger Vehicle

Fuel / Propulsion:

Production Dates: Jun 11, 2015 - Apr 19, 2017

Number of potentially involved: 492,145

Descriptive Information:

Ford's team reviewed plant records to determine the population of affected parts. The recalled part was introduced into production on 6/25/15 and assembly process improvement actions were incorporated in Ford's production line on 4/5/17. Ford has added a two-week buffer period to the beginning and end of this production period to ensure all potentially affected vehicles are included in the recall population.

These vehicles are not produced in VIN order. Information as to the applicability of this action to specific vehicles can best be obtained by either calling Ford's toll-free line (1-866-436-7332) or by contacting a local Ford or Lincoln dealer who can obtain specific information regarding the vehicles from the Ford On-line Automotive Service Information System (OASIS) database.

- 492,145 Explorer vehicles are affected.

Defect / Noncompliance Description

Description of the defect or noncompliance:

Driver and front passenger door B-pillar trim appliques may detach from the vehicle while driving.

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25V347**FMVSS1:****FMVSS2:****Description of the safety risk, including crash, fire, death, injury:**

A B-pillar trim applique that detaches while driving can create a road hazard for other road users, increasing the risk of a crash.

Description of the cause:

Applique detachment may result from a combination of a design change adding a foam donut to the back (attachment side) of the applique that increased outward reaction force on the part, and inconsistent usage of hand rollers used to ensure complete adhesion of the part to door sheet metal during installation at the vehicle assembly plant.

Identification of any warning that can occur:

Customers may visually notice the B-pillar trim appliques separating from the top of the front doors when entering/exiting the vehicle and/or hear wind noise and rattling noise as they drive.

Component Manufacturer

Tier of Supplier: Tier 1**Supplier Type:** OEM**Name:** ABC Technologies (Bellevue Plant 1)**Address:** 560 Goodrich Rd.
Bellevue OH, 44811**Country:** United States

Involved Components

Component Name 1: Pillar Black RH**Component Description:** Right Front Door B-Pillar Applique**Component Part Number:** BB53-7820554-ABW & ACW**Component Name 2:** Pillar Black LH**Component Description:** Left Front Door B-Pillar Applique Without Keypad**Component Part Number:** BB53-7820555-BBW & BCW**Component Name 3:** Pillar Black LH

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Component Description: Left Front Door B-Pillar Applique With Keypad

Component Part Number: BB53-7820555-AEW & AFW & AGW

Chronology

July 2019

On July 4, 2019, Ford published a technical service bulletin to direct dealers on how to repair loose driver side B-pillar trim appliques on Explorer vehicles due to potential lack of adhesion of the front upper molding to the door. Ford did not consider this an unreasonable risk to safety at the time due to the low mass/geometry of the part along with prior discussion and alignment with NHTSA on another trim detachment topic in 2018.

March 2025

On March 24, 2025, the National Highway Traffic Safety Administration (NHTSA) Office of Defect Investigations (ODI) shared 38 Vehicle Owner Questionnaires (VOQs) with Ford related to customer complaints of driver and/or passenger front door B-pillar trim appliques partially or fully detaching on 2016-2017 Model Year (MY) Explorer vehicles. On March 25, 2025, Ford's Critical Concern Review Group (CCRG) opened an investigation into this issue.

April – May 2025

From April through May 2025, the CCRG and Ford's Body Exterior team worked to better understand the root cause and occurrence rate of B-pillar applique looseness and detachment. The Body Exterior team harvested doors from scrap yards for analysis at Ford's Central Labs facility and reviewed photos of parts with associated detachment warranty claims. This work identified improper adhesive wet-out during applique installation as a cause of looseness and detachment. The investigation team reviewed part design and assembly plant process change history to identify contributing factors to the improper adhesive wet-out and determine the population of vehicles potentially affected by this concern.

As of April 7th, 2025, Ford is aware of 1,482 warranty claims of the B-pillar appliques falling off vehicles produced for the U.S. and U.S Federal territories markets in the affected period. These warranty claims were received between December 4th, 2015 and February 10th, 2025.

On May 16th, 2025, Ford's Field Review Committee reviewed the concern and approved a field action. Ford is not aware of any accidents or injuries related to this condition.

Related NHTSA Recall Number:

Description of Remedy

Remedy Type:

Consumer Advisories: ☐ Do Not Drive ☐ Park Outside

Description of remedy program:

The remedy is under development. When the remedy is available, owners will be notified by mail and

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instructed to take their vehicle to a Ford or Lincoln dealer to have the remedy performed. There will be no charge for this service.

How remedy component differs from recalled component:

The remedy is under development.

Identify how/when recall condition was corrected in production:

Not required per 49 Part 573.

Reimbursement Plan

Manufacturer used general reimbursement plan on file.

Recall Schedule

Description of recall schedule:

Notification to dealers is expected to occur on May 27, 2025. Mailing of interim owner notification letters is expected to begin June 9, 2025 and is expected to be completed by June 13, 2025. Mailing of remedy owner notification letters is not yet known as the remedy for this recall is still under development. The date VINs are planned to be searchable is May 27, 2025.

Planned Dealer Notification Date: May 27, 2025 - May 27, 2025 ☐ No Dealers

Planned Interim Owner Notification Date: Jun 09, 2025 - Jun 13, 2025 ☐ No Owners

Planned Remedy Owner Notification Date: ☐ Phased Recall

Date when VIN will be searchable: May 27, 2025