

May 02, 2025

Call Script for Contact with Owners of 2024-2025 Model Year Bronco Vehicles Subject to Ford Safety Recall 25S48 for Communication to Customer-

Good <Morning or Afternoon> 'Customer Name',

I'm calling on behalf of Ford Motor Company related to Safety Recall Program 25S48.

This is a proactive notice from Ford Motor Company. Ford has issued a safety recall for your Bronco vehicle. We are contacting you because we are instructing owners not to drive their vehicle. There is a potential manufacturing concern with the front lower control arm to frame attachments on your vehicle that could result in partial loss of directional control while driving and reduced braking effectiveness. For your safety, we would like to schedule a service visit at your preferred Ford dealership to have your vehicle towed in for inspection and repairs, if necessary. Ford will also provide you with a rental vehicle until the repair is completed.

We apologize for this situation and thank you for trusting us by purchasing a Ford Bronco. If you have 5 minutes, please allow me to contact your preferred dealer to schedule your service. After setting your service appointment I can move forward expediting the parts ordering process with the dealership.

Do you have any preferred day/time?

Place customer on hold and contact the dealership for scheduling opportunities

If customer declines scheduling service on call, advise they can also schedule service through their FordPass App and recommend they schedule an appointment as soon as possible.