



Roush Industries, Inc.
777 Republic Drive
Allen Park, Michigan 48101

CUSTOMER NAME
ADDRESS

RE: VIN:
**EMISSIONS RECALL – 2011-0001P – VECI
VEHICLE EMISSION CONTROL INFORMATION LABEL**

Dear Customer,

ROUSH has determined that the Vehicle Emission Control Information (“VECI”) label installed by ROUSH or its authorized converter on the following model years of ROUSH Liquid Injection Propane vehicles, do not meet EPA and CARB regulatory requirements mandated by their respective emissions regulations:

SCHEDULE

Vehicle MY, Make and Model	How Advertised or Sold As	VECI Label Placement
2009 Roush Liquid Propane Injection F250 2009 Roush Liquid Propane Injection F350	ROUSH Liquid Propane Injection	See Exhibit A
2010 Roush Liquid Propane Injection F250 2010 Roush Liquid Propane Injection F350		
2011 Roush Liquid Propane Injection E150* 2010 Roush Liquid Propane Injection E150* 2009 Roush Liquid Propane Injection E150*	ROUSH Liquid Propane Injection	See Exhibit B*
2011 Roush Liquid Propane Injection E250* 2010 Roush Liquid Propane Injection E250* 2009 Roush Liquid Propane Injection E250*		
2011 Roush Liquid Propane Injection E350* 2010 Roush Liquid Propane Injection E350* 2009 Roush Liquid Propane Injection E350*		

***NOTE: Vehicles marked with an (*) are NOT California vehicles.**

The issue is:

The original ROUSH VECI label installed on your vehicle whose VIN is referenced above, does not meet EPA and CARB regulatory requirements mandated by each agency's emissions regulations. The VECI label provides important emissions related service information and is required under Federal and California regulations.

What you must do:

ROUSH asks that you **apply** the enclosed new ROUSH VECI label over the original ROUSH VECI label so it **covers** the old ROUSH VECI label as described in the **Exhibit**, attached to this letter and that corresponds to your vehicle as identified in the above **SCHEDULE**.

If you prefer not to install the new VECI label yourself, you may contact your local Ford dealer to schedule a service appointment. Installation of the new ROUSH VECI label will only take a few minutes. However, additional time may be necessary depending on your Ford dealer's service schedule. This service will be provided free of charge to you. **Please bring the enclosed new ROUSH VECI label and this letter with you to your Ford dealer.**

If you require help:

If you have questions or concerns that your Ford dealer is unable to resolve, please contact ROUSH at 1-800-59-ROUSH.

Upon Installation of the New ROUSH VECI label:

ONCE YOU OR YOUR LOCAL FORD DEALER INSTALLS THE NEW ROUSH VECI LABEL ON YOUR VEHICLE, PLEASE HELP US UPDATE OUR RECORDS BY FILLING OUT THE ATTACHED PREPAID POSTCARD AND RETURNING IT TO US.

CALIFORNIA RESIDENTS:

THE STATE OF CALIFORNIA REQUIRES THE COMPLETION OF ALL EMISSION RECALL REPAIRS BEFORE VEHICLE REGISTRATION RENEWAL.

We are sorry for any inconvenience, but the new ROUSH VECI Label ensures that your vehicle meets all state and federal emission regulations.

Thank you for your attention to this important matter.

ROUSH INDUSTRIES, INC.

Attachments – Exhibits A and B

COPY

Exhibit A

Applicable Vehicles: 2009 - 2010 F-250/350
ROUSH LIQUID INJECTION PROPANE

ROUSH VECI LABEL INSTALLATION INSTRUCTIONS

1. Confirm that your vehicle is one of the “Applicable Vehicles” identified in this **Exhibit A**. If it is not identified above, please refer to the **SCHEDULE** found on the first page of this notice to locate your particular vehicle and the corresponding **Exhibit** containing the “**ROUSH VECI Label Installation Instructions**” for your vehicle.
2. Raise the hood.
3. Locate the original ROUSH VECI label affixed to the passenger side of the interior hood panel as shown below. (**WARNING: DO NOT place the new ROUSH VECI label over the Ford VECI label.**)
4. Clean the surface of the original ROUSH VECI label with glass cleaner and a soft cloth.
5. Remove the new ROUSH VECI label from its paper backing.
6. Center the new ROUSH VECI label directly over the original ROUSH VECI label so all the edges of the new ROUSH VECI label extend beyond the edges of the original ROUSH VECI label.
7. Firmly press and smooth the label to ensure good adhesion.
8. Close the hood.



**Location of
original Roush
VECI label**

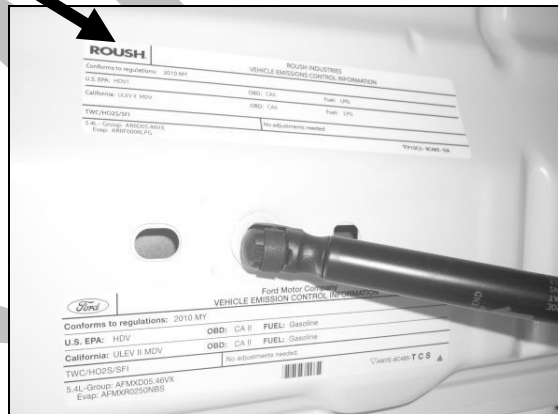


Exhibit B*

Applicable Vehicles: 2009, 2010 and 2011MY E-150/250/350*
ROUSH LIQUID INJECTION PROPANE

***NOTE: These vehicles were NOT sold into California**

ROUSH VECI LABEL INSTALLATION INSTRUCTIONS

1. Confirm that your vehicle is one of the “Applicable Vehicles” identified in this **Exhibit B**. If it is not identified above, please refer to the **SCHEDULE** found on the first page of this notice to locate your particular vehicle and the corresponding **Exhibit** containing the “**ROUSH VECI Label Installation Instructions**” for your vehicle.
2. Raise the hood.
3. Locate the original ROUSH VECI label affixed to the left of the hood latch of the interior hood panel as shown below. (**WARNING: DO NOT place the new ROUSH VECI label over the Ford VECI label.**)
4. Clean the surface of the original ROUSH VECI label with glass cleaner and a soft cloth.
5. Remove the new ROUSH VECI label from its paper backing.
6. Center the new ROUSH VECI label directly over the original ROUSH VECI label so all the edges of the new ROUSH VECI label extend beyond the edges of the original ROUSH VECI label.
7. Firmly press and smooth the label to ensure good adhesion.
8. Close the hood.

**Location of
Original Roush
VECI label**

