



Roush Industries, Inc.
12229 Levan
Livonia, Michigan 48150

December 2, 2011



RE: VIN: [REDACTED]
**EMISSIONS RECALL – 11.2011 VECI
VEHICLE EMISSION CONTROL INFORMATION LABEL**

Dear Valued Customer,

Roush Industries, Inc. (“Roush”) has determined that the wrong Vehicle Emission Control Information (“VECI”) label was installed on a few model year 2010 Ford E-Series 150 and 350 vehicles altered by Roush or its authorized installer to operate using the Roush CleanTech Liquid Propane Autogas Fuel System (“Affected Vehicle(s)”). The VECI label provides important emissions related service information and is mandated by the EPA emission regulations. Our records indicate that you own the above-referenced Affected Vehicle(s).

The Issue:

Because the wrong ROUSH VECI label was installed on the Affected Vehicle(s), they do not meet the U.S. Environmental Protection Agency (“EPA”) regulatory requirements mandated by the emissions regulations. To remedy this problem, a new, corrected ROUSH VECI label must be installed over the original ROUSH VECI label on all Affected Vehicle(s). Failure to install the new, corrected ROUSH VECI label on an Affected Vehicle(s) may affect the owner’s ability to obtain emissions related service or sell the vehicle(s) in the future.

What you must do:

ROUSH asks that you apply the enclosed new, corrected ROUSH VECI label over the original ROUSH VECI label on your Affected Vehicle(s) so it covers the old ROUSH VECI label as described and shown in Exhibit A attached to this letter.

NOTE: Like a license tab, the provided ROUSH VECI label is designed to self-destruct upon attempted removal. Therefore, please take extra care while attaching the label(s), as it will readily tear if you attempt to re-affix or re-position it during or after installation.

If you prefer not to install the new ROUSH 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, corrected 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.

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.

Attachment – Exhibits A

COPY

Exhibit A

ROUSH VECI LABEL INSTALLATION INSTRUCTIONS

2010 Model Year Ford E-150/350 vehicles altered to operate using the ROUSH CleanTech Propane Autogas Fuel System

1. Raise the hood.
2. 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.**)
3. Clean the surface of the original ROUSH VECI label with glass cleaner and a soft cloth.
4. Remove the new ROUSH VECI label from its paper backing.
NOTE: Like a license tab, the label is designed to self-destruct upon attempted removal. Therefore, please take extra care while attaching the label, as it will readily tear if you attempt to re-affix or re-position it during or after installation.
5. 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.
6. Firmly press and smooth the label to ensure good adhesion.
7. Close the hood.

**Location of
Original Roush
VECI label**

