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Ford Motor Company
P. O. Box 1904
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February 4, 2010

TO: All U.S. Ford and Lincoln Mercury Dealers

SUBJECT: DEMONSTRATION / DELIVERY HOLD - Customer Satisfaction Program 10B13
Certain 2010 Model Year Fusion and Milan Hybrid Vehicles
Powertrain Control Module (PCM) and Antilock Brakes (ABS) Module Reprogramming

PROGRAM TERMS

This program will be in effect through February 28, 2011. There is no mileage limit for this program. The concern does not need to be present at the time of repair. All affected vehicles identified in OASIS are eligible for this service action.

AFFECTED VEHICLES

Certain 2010 Fusion and Milan Hybrid vehicles built at the Hermosillo Assembly Plant from Job #1 through October 17, 2009. Affected vehicles are identified in OASIS. In addition, for a list of vehicles assigned to your dealership, visit <https://web.fsavinlists.dealerconnection.com>. This information will be available on February 4, 2010.

REASON FOR THIS PROGRAM

On some of the affected vehicles, the brake system software may unnecessarily cause the regenerative brake system to transition to conventional brakes with full Antilock Brakes (ABS) function. If this occurs, the red Brake Warning Lamp will illuminate, the message "Check Brake System" will appear and a warning chime will sound. The driver may experience a different brake response which may initially be perceived as the brakes not working. However, the vehicle can be safely stopped by continuing to press on the brake, as conventional boosted hydraulic braking with Antilock Brakes is available. Once this condition occurs, the brakes will continue to operate in the conventional mode for the remainder of the drive with consistent feel.

SERVICE ACTION

Before demonstrating or delivering any of the vehicles involved in this program, dealers are to reprogram both the Powertrain Control Module (PCM) and the ABS Module to the latest calibration using IDS release 64.01 or higher. This service must be performed on all affected vehicles at no charge to the vehicle owner.

SB-10032445-5888

OWNER NOTIFICATION MAILING SCHEDULE

Owner Letters are expected to be mailed the week of February 8, 2010. Dealers should repair any affected vehicles that arrive at their dealerships, whether or not the customer has received a letter.

ATTACHMENTS

Attachment I: Administrative Information
Attachment II: Labor Allowances and Parts Ordering Information
Attachment III: Technical Information
Attachment IV: Dealer Q & A
Owner Notification Letter

QUESTIONS & ASSISTANCE

Special Service Support Center (Dealer Assistance Only)1-800-325-5621

Sincerely,



Michael A. Berardi

DEMONSTRATION / DELIVERY HOLD - Customer Satisfaction Program 10B13
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OASIS ACTIVATED?

Yes, OASIS will be activated on February 4, 2010.

FSA VIN LIST ACTIVATED?

Yes, FSA VIN list will be available through <https://web.fsavinlists.dealerconnection.com> on February 4, 2010. Owner names and addresses will be available by February 19, 2010.

NOTE: Your FSA VIN list may contain owner names and addresses obtained from motor vehicle registration records. The use of such motor vehicle registration data for any purpose other than in connection with this program is a violation of law in several states, provinces, and countries. Accordingly, you must limit the use of this listing to the follow-up necessary to complete this service action.

STOCK VEHICLES

Correct all affected units in your new vehicle inventory before delivery.

SOLD VEHICLES

- Owners of affected vehicles will be directed to dealers for repairs.
- Immediately contact any of your affected customers whose vehicles are not on your VIN list but are identified in OASIS. Give the customer a copy of the Owner Notification Letter (when available) and schedule a service date.
- Correct other affected vehicles identified in OASIS which are brought to your dealership.

TITLE BRANDED / SALVAGED VEHICLES

Affected title branded and salvaged vehicles are eligible for this service action.

RELATED DAMAGE

If a related damage condition exists that you believe to be caused by the covered condition, call the Special Service Support Center to request approval **prior** to the repair of any related damage. Requests for approval after completion of the repair will not be granted. Ford Motor Company reserves the right to deny coverage for related damage in cases where the vehicle owner has not had this service action performed on a timely basis.

ADDITIONAL LABOR TIME

- If a condition exists that requires additional labor to complete the repair, call the Special Service Support Center to request approval **prior** to performing any additional labor. Requests for approval after completion of the repair will not be granted.
- If you encounter aftermarket equipment or modifications to the vehicle which might prevent the repair of the covered condition, call the Special Service Support Center.

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OWNER REFUNDS

- Ford Motor Company is offering a refund for owner-paid repairs covered by this program if the repair was performed before the date of the Owner Notification Letter. This refund offer expires July 31, 2010.
- Non-covered repairs, or those judged by Ford to be excessive, will not be reimbursed.
- Refunds will only be provided for the cost associated with reprogramming the PCM and ABS module.
- Refund Claiming Information (Submit on separate repair line.)
 - Program Code: 10B13
 - Misc. Expense: REFUND
 - Misc. Expense: ADMIN
 - Misc. Expense: 0.2 Hrs.

RENTAL VEHICLES

The use of rental vehicles is not authorized for this program.

CLAIMS PREPARATION AND SUBMISSION

- Enter claims using Direct Warranty Entry (DWE).
- Refer to ACESII manual for claims preparation and submission information.
- Related damage must be claimed on a repair line that is separate from the repair line on which the FSA is claimed. Related damage requires prior approval from the Special Service Support Center.
- "MT" labor should be submitted on a separate repair line with the related damage flag checked. "MT" labor requires prior approval from the Special Service Support Center.
- PROGRAM TERMS: This program will be in effect through February 28, 2011. There is no mileage limit for this program.

DEMONSTRATION / DELIVERY HOLD - Customer Satisfaction Program 10B13

Certain 2010 Model Year Fusion and Milan Hybrid Vehicles

PCM and ABS Module Reprogramming

LABOR ALLOWANCES

Description	Labor Operation	Labor Time
Reprogram the Powertrain Control and Antilock Brake Modules	10B13B	0.4 Hour

PARTS REQUIREMENTS / ORDERING INFORMATION

Parts are not required to complete this repair.

DEMONSTRATION / DELIVERY HOLD - Customer Satisfaction Program 10B13

Certain 2010 Model Year Fusion and Milan Hybrid Vehicles
PCM and ABS Module Reprogramming

DEALER Q & A

Q1. Should customers stop driving their vehicles?

A. No. The vehicle has full braking capability. Drivers are sometimes experiencing a different brake pedal feel than they are used to when a hybrid's unique regenerative brakes switch to conventional hydraulic braking, which initially may be perceived as loss of brakes.

Q2. What should drivers do?

A. Even if they experience a different braking feel or more pedal travel when driving a hybrid, drivers always should continue to apply pressure to the brake pedal when trying to stop. Ford recommends that customers contact their dealer to have the software updated.

Q3. Why does the vehicle sometimes switch from regenerative braking to conventional hydraulic unnecessarily?

A. The software threshold to transition from regenerative brakes to conventional brakes can cause the system to transition to conventional brakes unnecessarily.

CERTAIN 2010 MODEL YEAR FUSION AND MILAN HYBRID VEHICLES — PCM AND ABS MODULE REPROGRAMMING

OVERVIEW

This program involves the reprogramming of both the Powertrain Control Module (PCM) and the Antilock Brakes (ABS) Module to the latest calibration using IDS release 64.01 or higher.

SERVICE PROCEDURE

Module Reprogramming

NOTE: Reprogramming concerns / errors may be caused by the following:

- Data Link Connector (DLC) or Vehicle Communication Module (VCM) becoming disconnected.
- Allowing the IDS to enter any type of sleep mode.
- Using a wireless IDS to VCM connection.
- Low voltage on the IDS lap top.
- Low voltage in the vehicle battery (use of a battery charger is recommended).

If you encounter reprogramming concerns, DO NOT DELETE the session. If the original session has accidentally been deleted, recover the original session from the IDS "TRASH CAN" (located in the lower right corner of the previous session screen) and continue to reprogram.

1. Make sure that all accessories (radio, interior fan, headlights, etc.) are switched off.
2. Verify that the IDS is updated to software release 64.01 or higher.
3. Connect the IDS to the vehicle and start a session.
4. Select the Tool Box tab and then select Module Programming. Touch the tick.
5. Select Module Reprogramming and then select PCM. Touch the tick.
6. **NOTE:** If the IDS states there are no updates available, either the IDS has not been updated to a release higher than 64.01 or the vehicle has already been updated.

A screen will appear stating a later PCM and ABS calibration is available. Follow the on-screen instructions to program the PCM and the ABS modules to the latest calibration.



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Ford Motor Company
Ford Customer Service Division
P. O. Box 1904
Dearborn, Michigan 48121

February, 2010

Customer Satisfaction Program 10B13

Mr. John Sample
123 Main Street
Anywhere, USA 12345

Your Vehicle Identification Number: 12345678901234567

At Ford Motor Company, it has been our goal for more than 100 years to provide customers with high-quality, dependable products. In order to maintain these standards, Ford Motor Company is providing a no-charge Customer Satisfaction Program (Program Number 10B13) for your vehicle, with the Vehicle Identification Number shown above.

What is the issue?

On your vehicle, the brake system software may unnecessarily cause the regenerative brake system to transition to conventional brakes with full Antilock Brake function. If this occurs, the red Brake Warning Lamp will illuminate, the message "Check Brake System" will appear and a warning chime will sound. The driver may experience a different brake response which may initially be perceived as the brakes not working. However, the vehicle can be safely stopped by continuing to press on the brake, as conventional boosted hydraulic braking with Antilock Brakes is available. Once the condition occurs, the brakes will continue to operate in the conventional mode for the remainder of the drive with consistent feel.

What will Ford and your dealer do?

In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to reprogram both the Powertrain Control Module and the Antilock Brake Module to the latest calibration free of charge (parts and labor) under the terms of this program.

This Customer Satisfaction Program will be in effect until February 28, 2011 regardless of mileage. Coverage is automatically transferred to subsequent owners.

How long will it take?

The time needed for this repair is less than one-half day. However, due to service scheduling requirements, your dealer may need your vehicle for a longer period of time.

What should you do?

Please call your dealer without delay and request a service date for Customer Satisfaction Program 10B13. Provide the dealer with the Vehicle Identification Number (VIN) of your vehicle. The VIN is printed near your name at the beginning of this letter.

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If you do not already have a servicing dealer, you can access www.Fordowner.com for dealer addresses, maps, and driving instructions.

Ford Motor Company wants you to have this service action completed on your vehicle. The vehicle owner is responsible for making arrangements to have the work completed. Ford Motor Company can deny coverage for any vehicle damage that may result from the failure to have this service action performed on a timely basis. Therefore, please have this service action performed as soon as possible.

Have you previously paid for this repair?

If you have previously paid for a repair that addresses the issue described in this letter, you still need to have this service action performed to ensure the correct procedures were used.

If the previously paid for repair was performed before the date of this letter, you may be eligible for a refund. Refunds will only be provided for service related to reprogramming both the Powertrain Control Module and the Antilock Brake Module. To verify eligibility and expedite reimbursement, give your paid original receipt to your dealer before July 31, 2010. To avoid delays, do not send receipts to Ford Motor Company.

What if you no longer own this vehicle?

If you no longer own this vehicle, and have an address for the current owner, please forward this letter to the new owner.

You received this notice because our records, which are based primarily on state registration and title data, indicate that you are the current owner.

Can we assist you further?

If you have difficulties getting your vehicle repaired promptly and without charge, please contact your dealership's Service Manager for assistance.

RETAIL OWNERS: If you still have concerns, please contact the Ford Motor Company Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 5:00PM (Your Local Time).

If you wish to contact us through the Internet, our address is: www.Fordowner.com.

FLEET OWNERS: If you still have concerns, please contact the Fleet Customer Information Center at 1-800-34-FLEET, Option #3 and one of our representatives will be happy to assist you. Representatives are available Monday through Friday: 8:00AM - 5:00PM (Your Local Time).

Or you may contact us through the Internet at www.fleet.ford.com.

Thank you for your attention to this important matter.

Ford Customer Service Division