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Service Engineering Operations
Ford Customer Service Division

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

March 1, 2011

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

SUBJECT: **DEMONSTRATION / DELIVERY HOLD**
Customer Satisfaction Program 10B13 – Supplement #1
Certain 2010 Model Year Fusion and Milan Hybrid Vehicles
Powertrain Control Module (PCM) and Antilock Brakes (ABS) Module Reprogramming

New! REASON FOR THIS SUPPLEMENT

Program Extension: The expiration date for Customer Satisfaction Program 10B13 has been extended through February 28, 2012. Owners of affected vehicles will be notified of this extension via mail the week of March 14, 2011.

New! PROGRAM TERMS

This program will be in effect through *February 28, 2012*. 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.

New! OWNER NOTIFICATION MAILING SCHEDULE

Follow Up Owner Notification Letters are expected to be mailed the week of March 14, 2011 to notify customers of this extension. Dealers should repair any affected vehicles that arrive at their dealerships, whether or not the customer has received a letter.

New! 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

Follow Up Owner Notification Letter

QUESTIONS & ASSISTANCE

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

Sincerely,



Michael A. Berardi

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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: ADMIN
 - Misc. Expense: REFUND
 - Misc. Expense: 0.2 Hrs.

RENTAL VEHICLES

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

New! 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, 2012*. There is no mileage limit for this program.

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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.



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

March, 2012

Mr. John Sample
123 Main Street
Anywhere, USA 12345

Vehicle ID #: 123456789012345

*******PLEASE COMPLETE CUSTOMER SATISFACTION PROGRAM 10B13*******

Ford Motor Company records indicate your vehicle has not been brought to a Ford or Lincoln Mercury dealer for a no-charge Customer Satisfaction Program 10B13. 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. 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.

The expiration date for Customer Satisfaction Program 10B13 has been extended through February 28, 2012.

What should you do?

Please call your dealer without delay and request a service appointment to complete this **no-charge** Customer Satisfaction Program as soon as possible.

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

Can we assist you further?

RETAIL OWNERS: If you have any questions, please contact the Ford Motor Company Customer Relationship Center at 1-866-436-7332. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available 8:00AM to 5:00 PM (Your Local Time). You may also contact us through the Internet at: 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.

If you have recently had this Customer Satisfaction Program service completed, please disregard this notice.

Our commitment, together with Ford and Lincoln Mercury dealers, is to provide you with the highest level of service and support possible. Thank you for attending to this very important matter.

Ford Customer Service Division