



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

April 2013

Customer Satisfaction Program 13B03

Mr. John Sample  
123 Main Street  
Anywhere, USA 12345

Your Vehicle Identification Number: 12345678901234567

We hope you are enjoying the many great attributes of your new 2013 Fusion Hybrid! At Ford Motor Company, it has been our goal for more than 100 years to provide our customers with products they fully enjoy. In order to ensure that your vehicle has all the options and equipment that were specified, Ford Motor Company and your dealer are working together to update the content of your Fusion.

**What needs to be updated?**

Your vehicle may have been delivered to you without the specified leather gearshift knob due to a production error.

**What will Ford and your dealer do?**

To ensure that your vehicle has all the correct equipment, Ford Motor Company has authorized your dealer to install a leather gearshift knob free of charge (parts and labor) under the terms of this program. This Customer Satisfaction Program will be in effect until April 30, 2014 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. Calling your dealer in advance will help ensure parts are available when you arrive.

**What should you do?**

Please call your dealer without delay and request a service date for Customer Satisfaction Program 13B03. Simply provide the dealer with the Vehicle Identification Number (VIN) of your vehicle and they will prepare for the updates you need. The VIN is printed near your name at the beginning of this letter. It is important you call the dealer to schedule an appointment as this will ensure the required parts are available when you arrive.

If you do not already have a servicing dealer, you can access [www.Fordowner.com](http://www.Fordowner.com) for dealer addresses, maps, and driving instructions.

**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](http://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](http://www.fleet.ford.com).

Thank you for your attention to this important matter.

Ford Customer Service Division