



THE LINCOLN MOTOR COMPANY

The Lincoln Motor Company
P. O. Box 1904
Dearborn, Michigan 48121

June, 2013

Customer Satisfaction Program 13B05

Mr. John Sample
123 Main Street
Anywhere, USA 12345

Your Vehicle Identification Number: 12345678901234567

We trust you are enjoying your new 2013 Lincoln MKZ. The Lincoln Motor Company is providing a no-charge Customer Satisfaction Program (Program Number 13B05) for your vehicle, with the Vehicle Identification Number shown above. Our commitment, together with your dealer, is to provide you with the highest level of service and support.

What is the issue? Your vehicle was built without the engine block heater which is a standard feature in the state your vehicle was purchased. With your assistance, we will correct this condition at no cost so you can continue enjoying the luxury of your Lincoln even during the coldest winter conditions.

What will Lincoln and your dealer do? In the interest of customer satisfaction, Lincoln has authorized your dealer to install the engine block heater free of charge (parts and labor) under the terms of this program.

This Customer Satisfaction Program will be in effect until June 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. Additional time may be required to allow the engine to cool prior to performing this repair.

- What should you do?** Please call your dealer without delay and request a service date for Customer Satisfaction Program 13B05. 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.
- If you do not already have a servicing dealer, you can access www.LincolnOwner.com for dealer addresses, maps, and driving instructions. For your convenience you can also have this service performed at a Ford dealership.
- Have you previously paid for this repair?** If you have previously paid for the installation of an engine block heater that addresses the issue described in this letter, you still need to contact your dealer to have this service action performed or to ensure the correct parts and procedures were used.
- If the previously paid for installation was performed before the date of this letter, you may be eligible for a refund. Refunds will only be provided for service related to installation of an engine block heater and cable. To verify eligibility and expedite reimbursement, give your paid original receipt to your dealer before January 1, 2014. To avoid delays, do not send receipts to Lincoln.
- 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 our 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 - 8:00PM (Eastern Time).
- If you wish to contact us through the Internet, our address is: www.LincolnOwner.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 - 8:00PM (Eastern Time).
- Or you may contact us through the Internet at www.fleet.ford.com.

Thank you for your attention to this important matter.

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