



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

December 2013

Customer Satisfaction Program 13B12
Programa de Satisfacción del Cliente 13B12

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 13B12) for your vehicle, with the Vehicle Identification Number shown above.

What is the issue? On your vehicle, under certain operating conditions, an electronic module fails to transition to “sleep” state. Instead, the module stays in “awake” mode and keeps other vehicle modules in “awake” mode. This can significantly increase the current drain on the battery, cause the 12 volt battery to discharge, and may prevent the engine from starting.

What will Ford and your dealer do? In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to check the 12 volt battery on your vehicle and replace it if necessary. Also, your dealer will reprogram the Multifunction Display computer to correct the battery discharge condition. These services will be performed free of charge (parts and labor) under the terms of this program.

This Customer Satisfaction Program will be in effect until December 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. In addition, the 12 volt battery of your vehicle may require replacement.

What should you do?

Please call your dealer without delay and request a service date for Customer Satisfaction Program 13B12. 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.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.

Do you need a rental vehicle?

Your dealer is authorized to provide a rental vehicle for your personal transportation at no charge (except for fuel and insurance) while your vehicle is at the dealership for repairs. Please see your dealer for guidelines and limitations.

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.

Si necesita ayuda o tiene alguna pregunta, por favor llame al Centro de Relación con Clientes al 1-866-436-7332 y presione 2 para Español.

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