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Ford Customer Service Division

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

April 2, 2013

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: DELIVERY HOLD - Customer Satisfaction Program 13B03
Certain 2013 Model Year Fusion Hybrid SE Vehicles with Luxury Package
Install Leather Gearshift Knob

PROGRAM TERMS

This program will be in effect through April 30, 2014. There is no mileage limit for this program.

AFFECTED VEHICLES

Certain 2013 model year Fusion Hybrid SE vehicles with luxury package built at the Hermosillo Assembly Plant from Job #1 through February 25, 2013. 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 April 2, 2013.

REASON FOR THIS PROGRAM

All of the affected vehicles were built with a polyurethane gearshift knob but should have been built with a leather gearshift knob.

SERVICE ACTION

Before delivering any of the vehicles involved in this program, dealers are to install a leather gearshift knob. This service must be performed on all affected vehicles at no charge to the vehicle owner.

OWNER NOTIFICATION MAILING SCHEDULE

Owner Letters are expected to begin mailing the week of April 1, 2013. 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
Owner Notification Letter

QUESTIONS & ASSISTANCE

Special Service Support Center (Dealer Assistance Only)1-800-325-5621
Special Service Support Center (Parts Ordering)1-800-207-2444

Sincerely,



Michael A. Berardi

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OASIS ACTIVATED?

Yes, OASIS will be activated on April 2, 2013.

FSA VIN LIST ACTIVATED?

Yes, FSA VIN list will be available through <https://web.fsavinlists.dealerconnection.com> on April 2, 2013. Owner names and addresses will be available by May 2013.

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

Refunds are not authorized for this program.

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 April 30, 2014. There is no mileage limit for this program.

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LABOR ALLOWANCES

Description	Labor Operation	Labor Time
Install Leather Gearshift Knob	13B03B	0.5 Hours

PARTS REQUIREMENTS / ORDERING INFORMATION

Part Number	Description	Quantity
CJ5Z- 7213-FA	Leather Gearshift Knob	1

The DOR/COR number for this recall is 50502.

To manage part availability, dealers must contact the Special Service Support Center Parts Order Line at 1-800-207-2444.

When calling to place an order for the Leather Gearshift Knob, please be prepared to provide dealer P&A code, VIN, and RO#.

Dealers will be notified via a DOES II communication if circumstances warrant a change in part supply strategy and when open ordering resumes.

Questions regarding parts should be directed to the Special Service Support Center Parts Order Line (1-800-207-2444) or E-mailed to: Ford@Renkim.com.

DEALER PRICE

For latest prices, refer to DOES II.

PARTS RETENTION AND RETURN

Affected gearshift knob is subject to random selection for return to the Ford Warranty Parts Analysis Center (WPAC). Refer to your daily PEARS (Parts Entry and Return System) register for part disposition and return instructions.

Follow the provisions of the Warranty and Policy Manual for "Parts Retention and Return Procedures."

EXCESS STOCK RETURN

Excess stock returned for credit must have been purchased from Ford Customer Service Division in accordance with Policy Procedure Bulletin 4000.

CERTAIN 2013 MODEL YEAR FUSION HYBRID SE VEHICLES WITH LUXURY PACKAGE — INSTALL LEATHER GEARSHIFT KNOB

OVERVIEW

Before delivering any of the vehicles involved in this program, dealers are to install a leather gearshift knob.

SERVICE PROCEDURE

1. Install a *new* leather gearshift knob in the vehicle. For additional information, refer to Workshop Manual (WSM) Section 307-05.





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 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.

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