



Michael A. Berardi
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August 20, 2013

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: **Customer Satisfaction Program 13B09**
Certain Unsold 2013 Model Year C-MAX Hybrid Vehicles
Monroney Label Update

AFFECTED VEHICLES

Certain unsold 2013 model year C-MAX Hybrid vehicles built at the Michigan Assembly Plant from Job #1 through August 17, 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 August 20, 2013.

REASON FOR THIS PROGRAM

For all affected vehicles, the Monroney Label (window sticker) applied at the factory reads 47 MPG city/47 MPG highway/47 MPG combined fuel economy. Working with the Environmental Protection Agency (EPA), we have decided to generate a revised label for the C-MAX Hybrid in order to better match its fuel economy label to its performance on EPA tests. The fuel economy numbers are being updated to 45 MPG city/40 MPG highway/43 MPG combined fuel economy.

SERVICE ACTION

Dealers are to remove and replace the original Monroney Label (window sticker) with the updated version. The updated labels are VIN-specific. This service must be performed immediately on all affected in-stock vehicles.

ATTACHMENTS

Attachment I: Administrative Information
Attachment II: Labor Allowances and Parts Ordering Information

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 August 20, 2013.

FSA VIN LIST ACTIVATED?

Yes, FSA VIN list will be available through <https://web.fsavinlists.dealerconnection.com> on August 20, 2013.

STOCK VEHICLES

Correct all affected units in your new vehicle inventory immediately.

CLAIMS PREPARATION AND SUBMISSION

- Enter claims using Direct Warranty Entry (DWE).
- Refer to ACESII manual for claims preparation and submission information.

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LABOR ALLOWANCES

Description	Labor Operation	Labor Time
Remove and replace the Monroney Label (window sticker).	13B09B	0.2 Hours

PARTS REQUIREMENTS / ORDERING INFORMATION

Part Number	Description	Quantity
N/A	Monroney Label (window sticker)	1

Monroney Labels will be mailed directly to your dealership via Federal Express Standard Overnight and are expected to arrive on Wednesday August 21, 2013. The package should include a label for each vehicle listed on your FSA VIN list. If you have an affected vehicle identified in OASIS that is not on your FSA VIN list, please contact the Special Service Support Center (1-800-325-5621) for assistance.