

# SB-10056183-1666



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Ford Customer Service Division

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

May 13, 2014

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: Customer Satisfaction Program 13B17  
Certain 2009 through 2012 Model Year Fusion, Milan, Escape and Mariner Vehicles  
Throttle Body PCM Calibration Update

REF : Customer Satisfaction Program 13N03  
Throttle Body Extended Coverage dated March 5, 2014

## PROGRAM TERMS

This program will be in effect through July 31, 2015. There is no mileage limit for this program.

## URGENCY / EXPIRATION DATE

This Customer Satisfaction Program has an expiration date of July 31, 2015 to encourage dealers and customers to have this service performed as soon as possible.

We recommend dealers utilize their FSA VIN list name and address to contact customers with affected vehicles. This program will improve vehicle drivability in the event of electronic throttle body motor contamination.

## VEHICLES COVERED BY THIS PROGRAM

Vehicle Lines	Model Years	Assembly Plant	Build Dates
Fusion / Milan (3.0L)	2010-2012	Hermosillo	September 22, 2008 through April 29, 2012
Escape / Mariner (3.0L)	2009-2012	Kansas City	January 18, 2008 through July 29, 2012

Affected vehicles are identified in OASIS.

**NOTE:** Software for 2.5L vehicles is not available at this time and therefore not included in this program. It is anticipated that 2.5L vehicles will be added in June 2014.

## REASON FOR THIS PROGRAM

Affected vehicles may develop contamination on the throttle body internal motor contacts resulting in intermittent electrical connectivity. If this condition is present, the Malfunction Indicator Lamp (MIL) or Wrench light will illuminate and the vehicle may enter a Failure Mode Effects Management (FMEM) of default throttle position with fixed RPM. In this mode, engine power and vehicle speed are reduced, while full function of the power steering, power braking, lighting, and climate control systems are maintained. In the interest of customer satisfaction, Ford Motor Company has developed an updated powertrain calibration that will improve vehicle performance should this occur.

**SERVICE ACTION**

Before demonstrating or delivering any of the vehicles involved in this program, dealers are to reprogram the PCM using IDS version 90.01 or higher. This reprogramming will enhance the vehicles drivability when operating in certain throttle failure modes. This service must be performed on all affected vehicles at no charge to the vehicle owner.

**OWNER NOTIFICATION MAILING SCHEDULE**

Owners of vehicles equipped with 3.0L engines will be notified beginning the week of May 19, 2014.

**ATTACHMENTS**

Attachment I: Administrative Information  
Attachment II: Labor Allowances  
Attachment III: Technical Information  
Owner Notification Letter

**QUESTIONS & ASSISTANCE**

Special Service Support Center (Dealer Assistance Only) .....1-800-325-5621

Sincerely,



Michael A. Berardi

**Customer Satisfaction Program 13B17**  
Certain 2009 through 2012 Model Year Fusion, Milan, Escape and Mariner Vehicles  
Throttle Body PCM Calibration Update

**OASIS ACTIVATED?**

Yes, OASIS will be activated for vehicles with 3.0L engines on May 13, 2014.

**FSA VIN LIST ACTIVATED?**

Yes, FSA VIN list will be available through <https://web.fsavinlists.dealerconnection.com> on May 13, 2014. Owner names and addresses will be available by May 19, 2014.

**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**

Use OASIS to identify any affected vehicles in your used vehicle inventory.

**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.

**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.
- PROGRAM TERMS: This program will be in effect through July 31, 2015. There is no mileage limit for this program.

**Customer Satisfaction Program 13B17**  
Certain 2009 through 2012 Model Year Fusion, Milan, Escape and Mariner Vehicles  
Throttle Body PCM Calibration Update

**LABOR ALLOWANCES**

Description	Labor Operation	Labor Time
3.0L Engine Models - Reprogram the PCM to the Latest Calibration using IDS 90.01 or higher	13B17B	0.3 Hour(s)

**PARTS REQUIREMENTS / ORDERING INFORMATION**

Parts are not required to complete this repair.

# DEALER EXECUTIVE SUMMARY

## Customer Satisfaction Program 13B17

Certain 2009 through 2012 Model Year Fusion, Milan, Escape and Mariner Vehicles  
Throttle Body PCM Calibration Update

### PROGRAM

Program Type	Customer Satisfaction
Stop Sale	No
Demonstration Hold	No
Delivery Hold	No
Program Expiration	July 31, 2015

### PARTS & SERVICE

Parts Required	Software only
Parts Available	Not applicable
IDS Software Update Required	Yes, Release 90.01 or higher
Interim Repair	Not applicable
Repair Universe/Percentage of vehicles expected to require a repair	100%
New FSA Special Service Tools Needed	No
Unique Related Damage Provision	No
Labor Time	0.3 hours

### CUSTOMER HANDLING

Towing	Follow Warranty & Policy Manual guidelines
Rental Assistance	No
Refunds Authorized	Not Required
Special Handling	No

### ADMINISTRATION

OASIS On	May 13, 2014
Owner Notification	Begins the week of May 19, 2014

## CERTAIN 2009 THROUGH 2012 MODEL YEAR FUSION, MILAN, ESCAPE AND MARINER VEHICLES — THROTTLE BODY PCM CALIBRATION UPDATE

### OVERVIEW

Affected vehicles may develop contamination on the throttle body internal motor contacts resulting in intermittent electrical connectivity. If this condition is present, the Malfunction Indicator Lamp (MIL) or Wrench light will illuminate and the vehicle may enter a Failure Mode Effects Management (FMEM) of default throttle position with fixed RPM. In this mode, engine power and vehicle speed are reduced, while full function of the power steering, power braking, lighting, and climate control systems are maintained. In the interest of customer satisfaction, Ford Motor Company has developed an updated powertrain calibration that will improve vehicle performance should this occur.

### SERVICE PROCEDURE

#### Important Information for Module Programming

**NOTE:** When programming or reprogramming a module, use the following basic checks to ensure programming completes without errors.

- Make sure the 12V battery is fully charged before carrying out the programming steps and connect IDS/scan tool to a power source.
- Inspect Vehicle Communication Module (VCM) and cables for any damage. Make sure scan tool connections are not interrupted during programming.
- A hardwired connection is strongly recommended.
- Turn off all unnecessary accessories (radio, heated/cooled seats, headlamps, interior lamps, HVAC system, etc.) and close doors.
- Disconnect/depower any aftermarket accessories (remote start, alarm, power inverter, CB radio, etc.).
- Follow all scan tool on-screen instructions carefully.
- Disable IDS/scan tool sleep mode, screensaver, hibernation modes.
- Create all sessions Key On Engine Off (KOEO). Starting the vehicle before creating a session will cause errors within the programming inhale process.



## Module Reprogramming

**NOTE:** Reprogram appropriate vehicle modules before performing diagnostics and clear all Diagnostic Trouble Codes (DTCs) after programming. For DTCs generated after reprogramming, follow normal diagnostic service procedures.

1. Connect a battery charger to the 12V battery.
2. Reprogram the PCM using IDS release 90.01 or higher.

**NOTE:** Calibration files may also be obtained at [www.motorcraft.com](http://www.motorcraft.com).

**NOTE:** Follow the IDS on-screen instructions to complete the reprogramming procedure.

3. Disconnect the battery charger from the 12V battery, once reprogramming has completed.

### **Recovering a module when programming has resulted in a blank module: NEVER DELETE THE ORIGINAL SESSION!**

- a. Obtain the original IDS that was used when the programming error occurred during Module Reprogramming (MR) or Programmable Module Installation (PMI).
- b. Disconnect the VCM from the Data Link Connector (DLC) and the IDS.
- c. Reconnect the VCM to IDS and then connect to the DLC. Once reconnected, the VCM icon should appear in the corner of the IDS screen. If it does not, troubleshoot the IDS to VCM connection.
- d. Locate the ORIGINAL vehicle session when programming failed. This should be the last session used in most cases. If not, use the session created on the date that the programming failed.

**NOTE:** If the original session is not listed in the previous session list, click the "Recycle Bin" icon at the lower right of the previous session screen. This loads any deleted sessions and allows you to look through them. Double-click the session to restore it.

- e. Once the session is loaded, the failed process should resume automatically.
- f. If programming does not resume automatically, proceed to the Module Programming menu and select the previously attempted process, PMI or MR.
- g. Follow all on-screen prompts/instructions.
- h. Near the end of programming, the IDS prompts you to select certain parameters. It is important to make a selection for ALL parameters listed. If the correct selection is already highlighted, you must still choose that selection before clicking the "Tick" mark to complete the configuration.
- i. The last screen on the IDS may list additional steps required to complete the programming process. Make sure all applicable steps listed on the screen are followed in order.





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

May 2014

Customer Satisfaction Program 13B17  
Programa de satisfacción del cliente 13B17

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 13B17) for your vehicle, with the Vehicle Identification Number shown above.

**What is the issue?** Your vehicle may develop contamination on the internal motor contacts of the Throttle Body, resulting in intermittent electrical connectivity. If this condition is present, the Malfunction Indicator Lamp or Wrench Light will illuminate and the vehicle may also enter a Failure Mode Effect Management strategy. In this mode, the engine power and vehicle speed are reduced, while full function of the power steering, power braking, lighting, and climate control are maintained.

In the interest of customer satisfaction, Ford Motor Company has developed an updated powertrain calibration that will improve vehicle performance should this occur. This updated calibration will be available to you at no charge. This program is in addition to Customer Satisfaction Program 13N03 announced earlier this year, which extends the warranty on the Throttle Body to a total of 10 years or 150,000 miles from the warranty start date, whichever occurs first.

**What will Ford and your dealer do?** In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to install an updated powertrain calibration free of charge under the terms of this program.

This Customer Satisfaction Program will be in effect until July 31, 2015 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.



**What should you do?** Please call your dealer without delay and request a service date for Customer Satisfaction Program 13B17. 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](http://www.Fordowner.com) for 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.

**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 - 8:00PM (Eastern Time).

If you wish to contact us through the Internet, our address is: [www.Fordowner.com](http://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 - 8:00PM (Eastern 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