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Ford Motor Company  
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October 1, 2015

**TO:** All U.S. Ford and Lincoln Dealers

**SUBJECT: DEMONSTRATION / DELIVERY HOLD - Customer Satisfaction Program 15B30**  
Certain 2016 Model Year Lincoln MKX Vehicles  
Side Sensing System Configuration

**PROGRAM TERMS**

This program will be in effect through October 31, 2016. There is no mileage limit for this program.

**AFFECTED VEHICLES**

Vehicle	Model Year	Assembly Plant	Build Dates
MKX	2016	Oakville	May 23, 2015 through July 8, 2015

Affected vehicles are identified in OASIS and FSA VIN Lists.

**REASON FOR THIS PROGRAM**

In all of the affected vehicles, the optional Side Sensing System feature was inadvertently disabled. With the feature disabled, there will be no chimes or visual display for obstacles on the sides of the vehicle. The driver will not be warned of obstacles that enter the side detection area.

**SERVICE ACTION**

Dealers are to enable the Side Sensing System by configuring the Parking Aid Module (PAM) software using Integrated Diagnostic Software (IDS) As-Built programming. 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 be mailed the week of October 12, 2015. 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**

For questions and assistance, contact the Special Service Support Center (SSSC) via the SSSC Web Contact Site. The SSSC Web Contact Site can be accessed through the Professional Technician Society (PTS) website using the SSSC link listed at the bottom of the OASIS VIN report screen or listed under the SSSC tab.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael A. Berardi". The signature is fluid and cursive, with a prominent initial "M".

Michael A. Berardi

**DEMONSTRATION / DELIVERY HOLD - Customer Satisfaction Program 15B30**  
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**OASIS ACTIVATION**

OASIS will be activated on October 1, 2015.

**FSA VIN LISTS ACTIVATION**

FSA VIN Lists will be available through <https://web.fsavinlists.dealerconnection.com> on October 1, 2015. Owner names and addresses will be available by October 23, 2015.

**NOTE:** Your FSA VIN Lists 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.

**ADDITIONAL LABOR TIME AND/OR PARTS**

Submit a request to the SSSC Web Contact Site prior to the repair if you have any of the following:

- Damage that you believe was caused by the covered condition.
- A condition that requires additional labor and/or parts to complete the repair.
- Aftermarket equipment or non-Ford modifications to the vehicle which might prevent the repair of the covered condition.

Requests for approval after completion of the repair may 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 recall performed on a timely basis. Additional related damage parts are subject to random selection for return to the Ford Warranty Parts Analysis Center (WPAC).

**OWNER REFUNDS**

Refunds are not approved for this program.

**RENTAL VEHICLES**

The use of rental vehicles is not approved for this program.

**DEMONSTRATION / DELIVERY HOLD - Customer Satisfaction Program 15B30**

Certain 2016 Model Year Lincoln MKX Vehicles

Side Sensing System Configuration

**LINCOLN CLIENT SPECIAL HANDLING**

To ensure the best possible experience for Lincoln owners, Lincoln Dealers are encouraged to utilize the Lincoln Loyalty Program to provide clients with surprise and delight offerings, including:

- Fuel fill
- Transportation assistance
- Courtesy pick-up and delivery of client vehicles

The Lincoln Loyalty Program is exclusive to Lincoln Dealers. Owners will not be notified of this service in owner mailings. Reference EFC03578, Lincoln Loyalty Program Announcement for additional details.

**CLAIMS PREPARATION AND SUBMISSION**

- Enter claims using Direct Warranty Entry (DWE) or One Warranty Solution (OWS).
  - DWE: refer to ACESII manual for claims preparation and submission information.
  - OWS: when entering claims in DMS software, select claim type 31: Field Service Action. The FSA number (15B30) is the sub code.
- Additional labor and/or parts must be claimed as related damage on a separate repair line from which the FSA is claimed. Additional labor and/or parts require prior approval from the SSSC via the SSSC Web Contact Site.
- For Lincoln Client Special Handling, reference EFC03578, Lincoln Loyalty Program Announcement and EFC04165, Lincoln Loyalty Rental Claims for Requirements and Claiming Instructions. Claims for Lincoln Loyalty should be submitted as a separate line on the same Repair Order.
- PROGRAM TERMS: This program will be in effect through October 31, 2016. There is no mileage limit for this program.

**DEMONSTRATION / DELIVERY HOLD - Customer Satisfaction Program 15B30**

Certain 2016 Model Year Lincoln MKX Vehicles

Side Sensing System Configuration

**LABOR ALLOWANCES**

<b>Description</b>	<b>Labor Operation</b>	<b>Labor Time</b>
Reconfigure the PAM using As-Built programming	15B30B	0.2 Hours

**PARTS REQUIREMENTS / ORDERING INFORMATION**

Parts are not required to complete this repair.

## CERTAIN 2016 MODEL YEAR MKX VEHICLES — SIDE SENSING SYSTEM CONFIGURATION

### OVERVIEW

In all of the affected vehicles, the optional Side Sensing System feature was inadvertently disabled. With the feature disabled, there will be no chimes or visual display for obstacles on the sides of the vehicle. The driver will not be warned of obstacles that enter the side detection area. Dealers are to enable the Side Sensing System by configuring the Parking Aid Module (PAM) software using IDS As-Built programming.

### SERVICE PROCEDURE

#### Parking Aid Module Configuration Update

1. Connect the IDS to the vehicle. Select "Start New Session" and then select "All other". Click the tick mark. Continue until the *new* session is complete.
2. Select the Tool Box tab and then select "Module Programming". Click the tick mark.
3. Select "As-built" and then select "PAM". Click the tick mark.
4. When asked if you were directed from another procedure select "No". Click the tick mark.
5. When prompted to select between "Automatic" or "Manual" As-built data entry, select "Automatic". Click tick mark to confirm your selection.
6. Click the tick mark to confirm the As-built data was successfully retrieved.
7. As-built configuration is complete, click the tick mark.

#### 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 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 internet connection is strongly recommended.
- Turn off all unnecessary accessories (radio, heated/cooled seats, head lamps, interior lamps, HVAC system, etc.), 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.



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

1. Obtain the original IDS that was used when the programming error occurred during Module Reprogramming (MR) or Programmable Module Installation (PMI).
2. Disconnect the VCM from the data link connector (DLC) and the IDS.
3. 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.
4. 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.

5. Once the session is loaded, the failed process should resume automatically.
6. If programming does not resume automatically, proceed to the Module Programming menu and select the previously attempted process, PMI or MR.
7. Follow all on-screen prompts/instructions.
8. 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.
9. 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.





**THE LINCOLN MOTOR COMPANY**

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

October 2015

Customer Satisfaction Programs 15B25 and 15B30  
Programas de satisfacción para clientes de 15B25 y 15B30

Mr. John Sample  
123 Main Street  
Anywhere, USA 12345

Your Vehicle Identification Number (VIN): 12345678901234567

At The Lincoln Motor Company, we are committed not only to building high quality, dependable products, but also to building a community of happy, satisfied customers. To demonstrate that commitment, we are providing these no-charge Customer Satisfaction Programs for your vehicle with the VIN shown above.

**Why are you receiving this notice?**

On your vehicle, the interior trim on the pillar between the front doors and the windshield may not fit properly after exposure to sunlight or heat, which may result in appearance issues.

Additionally, the optional Side Sensing System feature was inadvertently disabled. With the feature disabled, the driver will not hear an audible warning or see an obstacle distance indication through the information display for obstacles on either side of the vehicle.

**What will Lincoln and your dealer do?**

In the interest of customer satisfaction, The Lincoln Motor Company has authorized your dealer to install additional fasteners, new trim panels, and enable the Side Sensing System by reconfiguring the software in your vehicle's Parking Aid Module free of charge (parts and labor) under the terms of this program.

These Customer Satisfaction Programs (15B25 and 15B30) will be in effect until October 31, 2016 regardless of mileage. Coverage is automatically transferred to subsequent owners.

**How long will it take?**

The time needed for these repairs 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 Programs 15B25 and 15B30. Provide the dealer with the 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](http://www.Lincolnowner.com) for dealer addresses, maps, and driving instructions.

The Lincoln Motor Company wants you to have these service actions completed on your vehicle. The vehicle owner is responsible for making arrangements to have the work completed. Therefore, please have these service actions performed as soon as possible.

**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 require further assistance in getting your vehicle repaired promptly and without charge, please contact your dealership's Service Advisor.

**RETAIL OWNERS:** If you have questions or concerns, please contact our **Ford Customer Relationship Center at 1-866-436-7332**, where one of our representatives will be happy to assist you. Or visit us at [www.Fordowner.com](http://www.Fordowner.com).

For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM (Eastern Time).

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 have questions or concerns, please contact the **Fleet Customer Information Center at 1-800-34-FLEET**, choose 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 can contact us at [www.fleet.ford.com](http://www.fleet.ford.com).

Thank you for your attention to this important matter.

The Lincoln Motor Company