



Michael A. Berardi
Director
Service Engineering Operations
Ford Customer Service Division

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

December 6, 2016

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: **Customer Satisfaction Program 16B46**
Certain 2017 Model Year Fusion S and SE Vehicles
Missing All-Weather Floor Mats

PROGRAM TERMS

This program will be in effect through December 31, 2017. There is no mileage limit for this program.

AFFECTED VEHICLES

Vehicle	Model Year	Assembly Plant	Build Dates
Fusion	2017	Hermosillo	April 4, 2016 through August 25, 2016

Affected vehicles are identified in OASIS and FSA VIN Lists.

REASON FOR THIS PROGRAM

In the affected vehicles, it may be possible that the all-weather floor mats were not included with the vehicle as intended.

SERVICE ACTION

For in-stock units, dealers are to order the all-weather floor mats. For sold units, dealers are to use one of the following options, as selected by the customer, to complete this program.

Option 1: Provide all-weather floor mats to the original titled owner at no charge. For customer convenience, a shipping and handling allowance has been approved for customers who request the all-weather floor mats be shipped to their location (see "Claims Preparation and Submission" in Attachment I).

Option 2: Refund \$120 (plus applicable sales tax) to the original titled owner, using the following steps:

1. Submit a claim for the refund amount to close the program (see "Claims Preparation and Submission" in Attachment I).
2. Provide the refund plus tax to the original titled owner.

Important Note: The owner letter for this program will be mailed to original titled owners only. For sold units, dealers should only provide all-weather floor mats or refunds to customers in possession of the owner letter. In addition, all-weather floor mats or refunds to fleet customers should be discussed with and approved by the owner of the vehicle, which may not be the operator.

OWNER NOTIFICATION MAILING SCHEDULE

Owner letters are expected to be mailed the week of December 12, 2016.

ATTACHMENTS

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

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OASIS ACTIVATION

OASIS will be activated on December 6, 2016.

FSA VIN LISTS ACTIVATION

FSA VIN Lists will be available through <https://web.fsavinlists.dealerconnection.com> on December 6, 2016. Owner names and addresses will be available by December 23, 2016.

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.

SOLD VEHICLES

- Original titled owners of affected vehicles will be directed to dealers for repairs.
- Immediately contact any of your customers whose vehicles are not on your VIN list but are identified in OASIS only if they are original titled owners.
- Correct other affected vehicles identified in OASIS which are brought to your dealership if the original titled owner is in possession of the owner letter.

STOCK VEHICLES

- Correct all affected units in your new vehicle inventory before delivery by ordering the all-weather floor mats and placing them in the vehicle.

TITLE BRANDED / SALVAGED VEHICLES

Affected title branded and salvaged vehicles are eligible for this service action.

ADDITIONAL REPAIR (LABOR TIME AND/OR PARTS)

Additional repairs identified as necessary to complete the FSA should be managed as follows:

- For vehicles within new vehicle bumper-to-bumper warranty coverage, follow existing warranty and policy guidelines for related damage claims. No SSSC approval is required for these vehicles:
 - Ford vehicles – 3 years or 36,000 miles

RENTAL VEHICLES

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

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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 (16B46) is the sub code.
- **For original titled owners who choose a refund instead of receiving the all-weather floor mats:**
 - Claim Labor Operation **MTREFUND** – 0.1 Hrs. (**closes program**)
 - Submit refund amount of \$120 plus applicable sales tax on the same repair line (compensation for the missing all-weather floor mats).
 - Program Code: 16B46 - Misc. Expense: ADMIN
 - Misc. Expense: REFUND - Misc. Expense: 0.2 Hrs.
 - Not to be claimed with Labor Operation 16B46B
- **For original titled owners who choose to have the all-weather floor mats shipped to their location:**
 - Claim Labor Operation **MTAWMAT** – 0.1 Hrs. (**closes program**)
 - A shipping/handling allowance is being provided to compensate for ground shipping charges up to \$15.00. Submit on the same repair line along with the cost of the part.
 - Program Code: 16B46 - Misc. Expense: ADMIN
 - Misc. Expense: HANDLG - Misc. Expense: 0.2 Hrs.
 - Not to be claimed with Labor Operation 16B46B
- Additional labor and/or parts must be claimed as related damage on a separate repair line from the FSA.
- PROGRAM TERMS: This program will be in effect through December 31, 2017. There is no mileage limit for this program.

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LABOR ALLOWANCES

Description	Labor Operation	Labor Time
Provide all-weather floor mats (includes time to install or place in trunk). NOTE: If installing all-weather floor mats, make sure to use the driver side mat retention feature to avoid interference with the accelerator pedal. Refer to the instructions included with the all-weather floor mats.	16B46B	0.3 Hours

PARTS REQUIREMENTS / ORDERING INFORMATION

Part Number	Description	Order Quantity
HS7Z-5413300-DA	All-Weather Floor Mats (includes front and rear mats)	1

The DOR/COR number for this program is 51065.

Order your parts requirements through normal order processing channels.

DEALER PRICE

For latest prices, refer to DOES II.

HANDLING ALLOWANCE

A shipping allowance of up to \$15.00 per repair is being provided for customers who request the all-weather floor mats be shipped to their location. See Claims Preparation and Submission information in Attachment I.

EXCESS STOCK RETURN

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



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

December 2016

Customer Satisfaction Program 16B46
Programa de satisfacción del cliente 16B46

Mr. John Sample
123 Main Street
Anywhere, USA 12345

Your Vehicle Identification Number (VIN): 12345678901234567

At Ford 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 a no-charge Customer Satisfaction Program for your vehicle with the VIN shown above.

Why are you receiving this notice?

The all-weather floor mats may not have been included with your vehicle as intended.

What will Ford and your dealer do?

In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to provide the original vehicle owner with the all-weather floor mats free of charge (parts and labor), or a refund of \$120 plus any applicable sales tax under the terms of this program.

This Customer Satisfaction Program will be in effect until December 31, 2017 regardless of mileage. Coverage does not apply to subsequent owners.

How long will it take?

If you choose to receive the all-weather floor mats, the parts may need to be ordered.

What should you do?

Please call your dealer without delay and inform the Service Department that you are calling in regards to Customer Satisfaction Program 16B46. Provide the dealer with the VIN of your vehicle. The VIN is printed near your name at the beginning of this letter. Advise the dealership of your choice of all-weather floor mats or a refund.

- If you choose to receive the all-weather floor mats, you may elect to pick them up at your dealer. The dealer may also be able to ship the all-weather floor mats to a location you choose.
- If you choose a refund, the dealer may ask you to return at a later date for your refund check.

If you do not already have a servicing dealer, you can access www.Fordowner.com for dealer addresses, maps, and driving instructions.

- What should you do?
(continued)** 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.
- Your vehicle may be equipped with a diagnostic feature called the Vehicle Health Report which can inform you about all available recalls, as well as other key vehicle health information. Please see <https://owner.ford.com/vehicle-health> for more information.
- What if you no longer own this vehicle?** You received this notice because our records, which are based primarily on state registration and title data, indicate that you are the current owner. This offer does not apply to subsequent owners.
- 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 have questions or concerns, please contact our **Ford Customer Relationship Center at 1-866-436-7332** and one of our representatives will be happy to assist you. If you wish to contact us through the Internet, our address is: 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).
- FLEET OWNERS:** If you have questions or concerns, please contact our **Fleet Customer Information Center at 1-800-34-FLEET**, choose Option #3, and one of our representatives will be happy to assist you. If you wish to contact us through the Internet, our address is: www.fleet.ford.com.
- Representatives are available Monday through Friday: 8:00AM - 8:00PM (Eastern Time).
- Para asistencia en Español** Visite nuestro sitio web para ver este anuncio en Español al siguiente dirección: <https://es.owner.ford.com/recall>.
- 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.

Thank you for your attention to this important matter.

Ford Customer Service Division