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Ford Customer Service Division

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

November 14, 2019

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

**SUBJECT: NEW VEHICLE DEMONSTRATION / DELIVERY HOLD**

**Customer Satisfaction Program 19B28**

Certain 2020 Model Year Explorer ST Vehicles - Shipped w/o Performance Brake Package

**PROGRAM TERMS**

This program will be in effect through November 30, 2020. There is no mileage limit for this program.

**AFFECTED VEHICLES**

Vehicle	Model Year	Assembly Plant	Build Dates
Explorer ST	2020	Chicago	April 10, 2019 through July 31, 2019

Affected vehicles are identified in OASIS and FSA VIN Lists.

**REASON FOR THIS PROGRAM**

In all of the affected vehicles, the optional High Performance Pack was delivered to customers without the high performance brakes, and were equipped with a different brake pad. The high performance brakes are a dealer-install option and requires installation of upgraded brake linings and an ABS module calibration update.

**SERVICE ACTION**

Before demonstrating or delivering any new in-stock vehicles involved in this program, dealers are to inspect vehicles for High Performance Brake Package friction pads, per Dealer Bulletin Technical Instructions. If either front or rear High Performance linings cannot be confirmed visually, then dealer is to install complete High Performance front and rear brake pads and perform ABS calibration update. 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 December 2, 2019. 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 that reads "D. Johnson". The signature is written in a cursive style with a large initial "D" and a long, sweeping underline.

David J. Johnson

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**OASIS ACTIVATION**

OASIS will be activated on November 14, 2019.

**FSA VIN LISTS ACTIVATION**

FSA VIN Lists will be available through <https://web.fsavinlists.dealerconnection.com> on November 14, 2019. Owner names and addresses will be available by December 20, 2019.

**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**

- 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.
- Dealers are to prioritize repairs of customer vehicles over repairs of new and used vehicle inventory.

**STOCK VEHICLES**

- Correct all affected units in your new vehicle inventory before delivery.
- Use OASIS to identify any affected vehicles in your used vehicle inventory.

**TITLE BRANDED / SALVAGED VEHICLES**

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

**OWNER REFUNDS**

Refunds are not approved for this program.

**RENTAL VEHICLES**

Rental vehicles are not approved for this program.

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**ADDITIONAL REPAIR (LABOR TIME AND/OR PARTS)**

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

- For related damage and access time requirements, refer to the Warranty and Policy Manual / Section 6 – Ford & Lincoln Program Policies / General Information & Special Circumstances for FSA's / Related Damage.
- For vehicles within new vehicle bumper-to-bumper warranty coverage, no SSSC approval is required, although related damage must be on a separate repair line with the "Related Damage" radio button checked.
  - Ford vehicles – 3 years or 36,000 miles
  - For claims exceeding the pre-approved amount, submit an Approval Request to the SSSC Web Contact Site prior to completing the repair.
- For vehicles outside new vehicle bumper-to-bumper warranty coverage, submit an Approval Request to the SSSC Web Contact Site prior to completing the repair.

**CLAIMS PREPARATION AND SUBMISSION**

- **Claim Entry:** Enter claims using Dealer Management System (DMS) or One Warranty Solution (OWS) online.
  - When entering claims, select claim type 31: Field Service Action. The FSA number 19B28 is the sub code.
  - For additional claims preparation and submission information, refer to the Recall and Customer Satisfaction Program (CSP) Repairs in the OWS User Guide.
- **Related Damage/Additional labor and/or parts:** Must be claimed as Related Damage on a separate repair line from the FSA with same claim type and sub code as described in Claim Entry above.

**IMPORTANT:** Click the Related Damage Indicator radio button.

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**LABOR ALLOWANCES**

<b>Description</b>	<b>Labor Operation</b>	<b>Labor Time</b>
<b>Pass inspection</b> Inspect brake pads to ensure they are high performance brake pads	19B28A	.3 hours
<b>Does not pass inspection</b> Inspect brake pads and replace with high performance brake pads on all four wheels, includes time to update the ABS software	19B28B	1.5 hours

**PARTS REQUIREMENTS / ORDERING INFORMATION****SSSC Web Contact Site:**

To place an order for the following performance brake components submit a VIN-specific Part Order contact via the SSSC Web Contact Site.

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

<b>Part Number</b>	<b>Description</b>	<b>Order Quantity</b>	<b>Claim Quantity</b>
L1MZ-2C150-C	Rear Brake Caliper Bolts	2	2
L1MZ-2001-D	Brake Pads – Front	1	1
L1MZ-2200-F	Brake Pads – Rear	1	1

To guarantee the shortest delivery time, an emergency order for parts must be placed.

**DEALER PRICE**

For latest prices, refer to DOES II.

**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 2020 MODEL YEAR EXPLORER ST VEHICLES — SHIPPED W/O PERFORMANCE BRAKE PACKAGE

### OVERVIEW

In all of the affected vehicles, the optional High Performance Pack was delivered to customers without the high performance brakes, and were equipped with a different brake pad. The high performance brakes are a dealer-install option and requires installation of upgraded brake linings and an ABS module calibration update. Before demonstrating or delivering any new in-stock vehicles involved in this program, dealers are to inspect vehicles for High Performance Brake Package friction pads, per Dealer Bulletin Technical Instructions. If either front or rear High Performance linings cannot be confirmed visually, then dealer is to install complete High Performance front and rear brake pads and perform ABS calibration update. This service must be performed on all affected vehicles at no charge to the vehicle owner.

### SERVICE PROCEDURE

1. With the vehicle in NEUTRAL, position it on a hoist. Please follow the Workshop Manual (WSM) procedures in Section 100-02.
2. Looking through the front wheel spokes inspect the front brake pads for a silver shim. Do the front brake pads have a silver shim? See Figure 1.

Yes - Replace the front and rear brake pads following WSM procedures in Section 206-03 and Section 206-04. Then proceed to Step 4.

No - Proceed to Step 3.

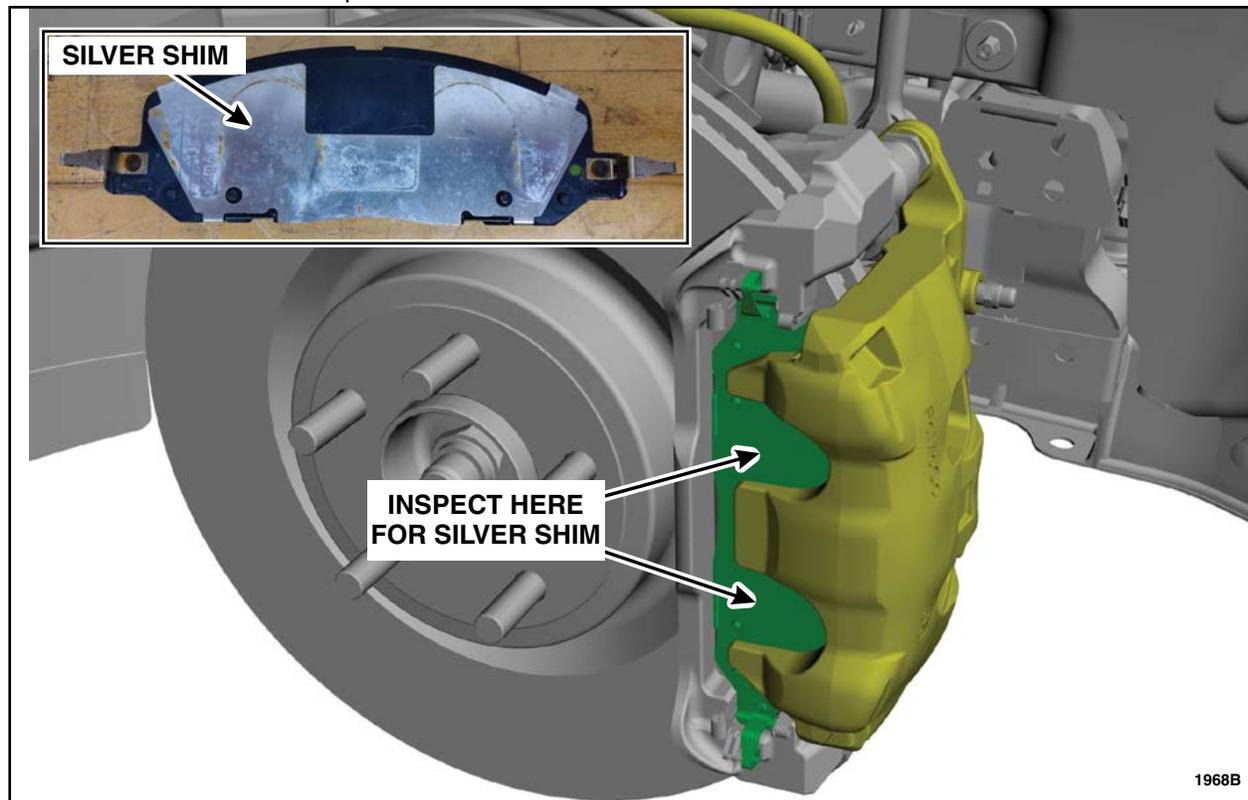


FIGURE 1



3. Inspect the rear brake pads for a sticky or tacky material. Looking through the brake caliper also inspect the top of the rear brake pad lining for a part code. See Figure 2.

- If the rear brake pads **do not** have a sticky or tacky material and/or the part code is **N617H**, replace the front and rear brake pads. Please follow the WSM procedures in Section 206-03 and 206-04. Then proceed to Step 4.
- If the rear brake pads **do** have a sticky or tacky material and/or the part code is **GA6501**, and the front brake pads pass inspection no further action is required.

**NOTE:** It is not necessary to remove the upper rear caliper bolts for this replacement procedure. The kit will come with one new replacement bolt per side. See Figure 3.

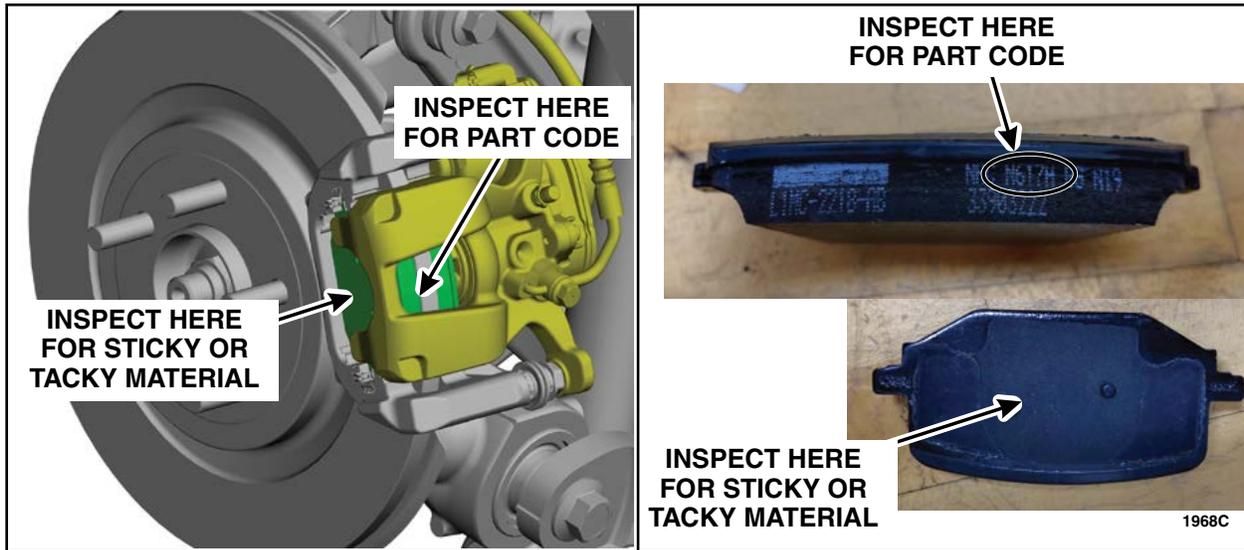


FIGURE 2



FIGURE 3



4. After performance brake kit installation, use Ford Diagnostic & Repair System (FDRS) for the brake system software update. Follow the steps and screenshots in the kit instructions to preform the software update.

**IMPORTANT:** Failure to preform the software update can result in reduced vehicle performance.

### Important Information for Module Programming

**NOTE:** When programming 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 FDRS/scan tool to a power source.

**NOTE:** A good internet connection is necessary to identify the vehicle and to load the diagnostic software.

- Inspect Vehicle Communication Module II (VCM II)/Vehicle Communication and Measurement Module (VCMM) 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 FDRS/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

- a. Disconnect the VCMII or VCMM from the data link connector (DLC) and your PC.
- b. After ten seconds, reconnect the VCMII/VCMM to the DLC and the PC. Launch FDRS. The VCMII/VCMM icon should turn green in the bottom right corner of the screen. If it does not, troubleshoot the FDRS to VCM connection.
- c. If you are using the same FDRS as the initial programming attempt, select the appropriate VIN from the Vehicle Identification menu. If you are using a different FDRS, select "Read VIN from Vehicle" and proceed through the Network Test.
- d. In the Toolbox menu, navigate to the failed module and Download/Run Programmable Module Installation (PMI). Follow the on-screen prompts. When asked if the original module is installed, select "No" and continue through the installation application.
- e. Once programming has completed, a screen may list additional steps required to complete the programming process. Make sure all applicable steps are followed in order.





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

December 2, 2019

Customer Satisfaction Program 19B28

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?** Your vehicle was purchased with the High Performance Brake Package, but the high performance brake pads were not installed.

**What is the effect?** Your vehicle was instead equipped with a performance brake pad.

**What will Ford and your dealer do?** In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to inspect your vehicle for the High Performance Brake Package friction pads. If missing, the dealer will install complete High Performance Brake kit (8 pads) and perform ABS calibration update free of charge (parts and labor) under the terms of this program.

This Customer Satisfaction Program will be in effect until November 30, 2020 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 to schedule a service appointment for Customer Satisfaction Program 19B28. Provide the dealer with your VIN, which 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 dealer 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 should you do? (Continued)** NOTE: You can receive information about Recalls and Customer Satisfaction Programs through our FordPass App. The app can be

downloaded through the App Store or Google Play. In addition there are other features such as reserving and paying for parking in certain locations and controlling certain functions on your vehicle (lock or unlock doors, remote start) if it is equipped to allow control.

**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 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](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).

**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](http://www.fleet.ford.com).

Representatives are available Monday through Friday: 8:00AM - 8:00PM (Eastern Time).

Thank you for your attention to this important matter.

Ford Customer Service Division