



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

July 2021

Customer Satisfaction Program 21B37

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?** On your vehicle, it may be possible for the Powertrain Control Module (PCM) to enter an engine no-start condition at key-on if the software detects a low oil level AND the oil life remaining is between 5-20%.

**What is the effect?** If your oil level is low AND the oil life remaining is between 5-20%, the engine may not attempt to turn on when the driver turns the key or presses the "engine start" button.

**What will Ford and your dealer do?** In the interest of customer satisfaction, a Ford Power-Up (over-the-air) PCM software update will be available later this year (2021). For more information on how your vehicle receives a Ford Power-Up software update, refer to "Over-The-Air Updates" in your owner manual.

If you do not wish to wait for the Ford Power-Up software update, please schedule a service appointment with your local dealership to have your software updated. Ford Motor Company has authorized your dealer to reprogram the Powertrain Control Module free of charge (parts and labor) under the terms of this program.

This Customer Satisfaction Program will be in effect until December 31, 2021 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?** Regularly check and maintain a full engine oil level, between the B and C marks on the vehicle's engine oil dipstick, per the owner manual. Additionally, confirm Ford Power-up is enabled on your vehicle to accept the



**Engine Oil Dipstick**

software update in the 4<sup>th</sup> quarter of 2021. It is also recommended that you not let your oil life drop below 20% until after you have received the PCM update (either through the Ford Power-Up software update or by visiting your dealership).

If you do not already have a servicing dealer, you can access [owner.ford.com](https://owner.ford.com) for dealer addresses, maps, and driving instructions.

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. FordPass has other features such as reserving parking in certain locations and the ability to remotely control certain functions on your vehicle (lock or unlock doors, remote start) if your vehicle is equipped.

### **COVID-19 (CORONAVIRUS)**

Ford dealerships have implemented enhanced protocols to ensure both your safety and the safety of dealership employees. This includes specific procedures for cleaning and disinfecting customer vehicles before and after each vehicle is serviced. In most places, vehicle service has been deemed a critical service. Please contact your local dealer to confirm current service hours. For more information on how Ford and your local dealer are working hard to keep you on the road during these challenging times, please visit [owner.ford.com](https://owner.ford.com).

### **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: [owner.ford.com](https://owner.ford.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: [fleet.ford.com](https://fleet.ford.com).

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

Thank you for your attention to this important matter.

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