



Stacy L. Balzer
Operating Director
Service Engineering Operations
Ford Customer Service Division

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

July 24, 2023

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: Customer Satisfaction Program 23B10
Certain 2023 Model Year Bronco Vehicles
Front and Rear Engine Undershields Replacement

PROGRAM TERMS

This program will be in effect through July 31, 2024. There is no mileage limit for this program.

AFFECTED VEHICLES

| Vehicle | Model Year | Assembly Plant | Build Dates |
|---------|------------|----------------|--|
| Bronco | 2023 | Michigan | June 22, 2022 through January 10, 2023 |

US population of affected vehicles: 1,749. Affected vehicles are identified in OASIS and FSA VIN Lists.

REASON FOR THIS PROGRAM

The affected vehicles were manufactured with front and rear engine undershields made of plastic instead of steel. The Monroney label for the vehicles references the front and rear engine undershields as front steel bash plates. Plastic front and rear engine undershields may not provide the same level of protection to underbody components as steel front and rear engine undershields during off-road usage.

SERVICE ACTION

Dealers are to replace the plastic front and rear engine undershields with steel front and rear engine undershields. 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 July 31, 2023. Dealers should repair any affected vehicles that arrive at their dealerships, whether or not the customer has received a letter.

ATTACHMENTS

- Administrative Information Attachment
- Labor Allowances and Parts Ordering Information Attachment
- Technical Information Attachment
- Mobile Service Repair Assessment Attachment
- 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 System (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 "Stacy L. Balzer". The signature is written in a cursive style with a large, stylized 'S' and 'B'.

Stacy L. Balzer

Customer Satisfaction Program 23B10

MOBILE SERVICE REPAIR ASSESSMENT LEVEL

- All repairs in this program have the following assessment level:
 - Enhanced Mobile Service

MOBILE REPAIR RECOMMENDATIONS

- Confirm with the customer a mobile repair is feasible.
- Check OASIS before going to the customer's home or business to confirm if any other outstanding FSA needs to be completed.
- Transportation – due to the simplicity of this repair, a specialty vehicle is not required.

MOBILE REPAIR ADDITIONAL INFORMATION

Please ensure the technician brings the following to the mobile repair destination:

- Printed Technical Instructions
- Printed Repair/Work Order or any other necessary documentation as customer copy(s)
 - Documents could also be emailed to the customer.
- Shirt/uniform and vehicle graphic with the dealership or Ford logos are recommended.

MOBILE REPAIR QUESTIONS AND ASSISTANCE

- For questions and assistance, contact the Special Service Support Center (SSSC) via the SSSC Web Contact Site. Work with Dealership warranty administrator to create a SSSC contact ID#.
- Once an SSSC agent responds to the new contact ID#, you may opt to call the SSSC hotline: (800) 325-5621.

MOBILE REPAIR CLAIMING QUESTIONS

Dealers participating in the Remote Experience Program:

- Refer to Electronic Field Communication - EFC12071 2023 Remote Experience Program.

OASIS ACTIVATION

OASIS will be activated on July 24, 2023.

FSA VIN LISTS ACTIVATION

FSA VIN Lists will be available through <https://web.fsavinlists.dealerconnection.com> on July 31, 2023. Owner names and addresses will be available by July 31, 2023.

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.

Customer Satisfaction Program 23B10

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.

BRANDED / SALVAGED TITLE VEHICLES

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

PICK-UP AND DELIVERY- Participating Dealers

Dealers participating in the Remote Experience Program:

- Refer to EFC12071, 2023 Remote Experience Program, Pickup & Delivery (PDL) Offset section for additional details.

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 FSAs / 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 vehicles outside new vehicle bumper-to-bumper warranty coverage, submit an Approval Request to the SSSC Web Contact Site before completing the repair.

Customer Satisfaction Program 23B10

CLAIMS PREPARATION AND SUBMISSION

- **Claim Entry:** Enter claims using Dealer Management System (DMS) or One Warranty Solution (OWS) online.
 - When entering claims:
 - Claim type 31: Field Service Action
 - Sub Code: 23B10
 - Customer Concern Code (CCC): B66
 - Condition Code (CC): 38
 - Causal Part Number: 5B018, Quantity 0
 - 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 the same claim type and subcode as described in Claim Entry above.

IMPORTANT: Click the Related Damage Indicator radio button.

Customer Satisfaction Program 23B10

LABOR ALLOWANCES

| Description | Labor Operation | Labor Time |
|--|------------------------|-------------------|
| Replace plastic front and rear undershields with steel front and rear undershields | 23B10B | 0.5 Hours |

PARTS REQUIREMENTS / ORDERING INFORMATION

| Part Number | Description | Order Quantity | Claim Quantity |
|--------------------|-----------------------|-----------------------|-----------------------|
| MB3Z-5D032-B | KIT-SKID PLATE, METAL | 1 | 1 |
| MB3Z-5B018-A | PLT FR FRT C/M | 1 | 1 |

Order your parts requirements through normal order processing channels. To guarantee the shortest delivery time, an emergency order for parts must be placed.

DEALER PRICE

For the latest prices, refer to DOES II.

PARTS RETENTION, RETURN, & SCRAPPING

Follow the provisions of the Warranty and Policy Manual, Section 1 - WARRANTY PARTS RETENTION AND RETURN POLICIES. If a replaced part receives a scrap disposition, the part must be scrapped by all applicable local, state, and federal environmental protection and hazardous material regulations. Federal law prohibits selling motor vehicle parts or components that are under safety, compliance, or emissions recall.

EXCESS STOCK RETURN

The excess stock returned for credit must have been purchased from Ford Customer Service Division by Policy Procedure Bulletin 4000.

REPLACED FSA PARTS INSPECTION AND SIGN OFF

Effective March 1st, 2021, all parts replaced as part of an FSA repair with a repair order open date of March 1st, 2021, or later must be inspected and signed off on the repair order by a member of your dealer's fixed operations management team or an employee the task has been delegated to. If the task is to be delegated to a non-management employee, the employee needs to be someone other than the technician who completed the repair and needs to understand the importance of completing this task consistently and accurately.

- All parts replaced as part of an FSA repair should be returned to the parts department following the Warranty Parts Retention and Return Policies.
- Inspect the replaced parts to verify the FSA repair was completed.
- If the FSA repair is found to be complete, the designated employee signs the repair order line or parts return stamp area (electronic or hand signed) for the FSA repair indicating the parts were inspected and validated to have been replaced.

Customer Satisfaction Program 23B10

- After the parts have been inspected, they should be handled based on the guidance in the parts status report in the Online Warranty System (Hold, Return, CORE, Scrap, etc.). Please visit FMCDEALER > PARTS & SERVICE > WARRANTY ADMINISTRATION & WARRANTY PARTS RETURN for the latest [Immediate Scrap List](#) information.
- This process is subject to review during warranty audits for FSA repairs with a repair order open date of March 1st 2021, or later. Any eligible FSA claims requiring parts replacement found not to have been inspected and signed off during a warranty audit will be subject to chargeback and consideration for enrollment into the Dealer Incomplete Recall Repair Process.

Note: Other approvals (electronic or handwritten) for add-on repair lines, dealer-owned vehicle repairs, and repeat repairs do not qualify as FSA parts inspection approvals. The post-repair FSA parts inspection process (electronic or handwritten) is independent of other warranty approval requirements. The approval by the designated employee implies that the FSA parts were found to be replaced and must be able to be identified on the Repair Order. If multiple FSAs require approval on a single Repair Order, each applicable occurrence will require individual post-repair approval by the designated employee.

CERTAIN 2023 MODEL YEAR BRONCO VEHICLES — FRONT AND REAR UNDERSHIELDS REPLACEMENT

SERVICE PROCEDURE

1. Replace the engine front undershield and engine rear undershield. Follow the Workshop Manual procedures in Section 501-02.

IMPORTANT NOTE: Federal law prohibits selling motor vehicle parts or components that are under safety, compliance, or emissions recall. Unless a part is requested to be returned to Ford, all parts replaced under this FSA must be scrapped in accordance with all applicable local, state and federal environmental protection and hazardous material regulations. Refer to the Parts Retention, Return, & Scrapping section of the FSA dealer bulletin for further information.





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

July 2023

Customer Satisfaction Program 23B10

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 2023MY Bronco was manufactured with front and rear engine undershields that are made of plastic instead of steel. The Monroney label for your vehicle references the front and rear engine undershields as front steel bash plates.

What is the effect?

Plastic front and rear engine undershields may not provide the same level of protection to underbody components as steel front and rear engine undershields during off-road usage.

What will Ford and your dealer do?

In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to replace your front and rear engine undershields free of charge (parts and labor) under the terms of this program.

This Customer Satisfaction Program will be in effect until July 31, 2024 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. Additional time may be required to allow the engine to cool before performing this repair.

What should you do?

Please call your dealer without delay to schedule a service appointment for Customer Satisfaction Program 23B10. 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 ford.com/support 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. Ford Motor Company can deny coverage for any

vehicle damage that may result from the failure to have this service action performed on a timely basis. Therefore, please have this service action performed as soon as possible.

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 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: ford.com/support.

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

FLEET OWNERS: If you have questions or concerns, please contact our **Ford Pro Contact Center at 1-800-34-FLEET**, choose Option #1, 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.

Representatives are available Monday through Friday: 7:00 AM – 11:00 PM and Saturday 7:00 AM – 5:00 PM (Eastern Time).

Thank you for your attention to this important matter.

Ford Customer Service Division

Customer Satisfaction Program 23B10
Certain 2023 Model Year Bronco Vehicles
Front and Rear Engine Undershields Replacement













Mobile Service Repair Assessment

Assessment levels have been identified to help determine the ease of performing eligible mobile service repairs for a Field Service Action (FSA) outside of the dealership service facility.


Dealer Bulletin



Within Attachment I of the dealer bulletin a mobile service repair assessment level(s) will be provided. These assessment levels have been determined using the amount of time, equipment and labor identified to perform the intended service action.

Assessment Levels

-  - Mobile Reprogramming
-   - Light Mobile Service
-    - Enhanced Mobile Service
-     - Advanced Mobile Service
-  - Wheel and Tire Mobile Service
-  - Not a Mobile Service Repair

Description of each level that is used to determine the overall assessment.

-  – Mobile Reprogramming
 - Module Programming or similar type services
 - Minimum tools maybe required other than an **IDS/FDRS** setup
 - FDRS programming that requires internet connection (wi-fi or mobile hotspot)
 - Make sure vehicle has a charge port to ensure battery voltage is maintained during flashing of the module(s)
 - Repairs not greater than 1 hour in length (including time to wait for programming)

Note: The location will need a charging station or wall box to maintain the 12-volt battery.
-   – Light Mobile Service
 - Interior repair procedures that do not require seat, dash, or headliner removal
 - Under hood repairs that do not require large component removal
 - Exterior repairs that do not require large component/panel removal
 - Repairs may require standard hand tools (Access to a Technician starter kit or similar)

Customer Satisfaction Program 23B10
Certain 2023 Model Year Bronco Vehicles
Front and Rear Engine Undershields Replacement

Mobile Service Repair Assessment

   – Enhanced Mobile Service

- ***A two-person process is required anytime a procedure requires work under the vehicle***
 - Brake Inspection and Brake Repair/Replacement
 - Limited Suspension Component replacement (no alignment)
 - Under Vehicle access for limited repairs (no large component removal)
 - Vehicle Check Up - VCU
 - Pre-Delivery Inspection - PDI
 - Used Car Inspection/Presale Inspection
 - May require floor jack, jack stands, and impact tools
- Note: Wheel lock may be required.*

    – Advanced Mobile Service

- Fluid Exchange/Oil Change
- Light Repairs
- Brake Hydraulic Repairs

 – Wheel and Tire Mobile Service

- Tire Removal from Wheel
- Tire Balancing
- Tire Repair

Note: Specialized Mobile Service unit and equipment including Tire balancer and Tire Changer required.

 – Not a Mobile Service Repair

- Large component removal
- BEV Battery Replacement
- Requires a vehicle hoist – to complete the repair (more than inspection)
- Required vehicle alignment
- Requires significant vehicle disassembly
- Repairs greater than 2-3 hours
- Any repairs that require M-Time
- Includes a service procedure where the vehicle owner may be distressed about the state of their vehicle