



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

Ford Motor Company
 PO Box 1904
 Dearborn, Michigan 48121

June 24, 2024

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: Customer Satisfaction Program 24B40
 Certain 2024 Model Year F-150 Super Cab STX
 Vehicles Equipped with Black Appearance Package
 Installation Of Missing Running Boards

PROGRAM TERMS

This program will be in effect through June 30, 2025. There is no mileage limit for this program.

AFFECTED VEHICLES

Vehicle	Model Year	Assembly Plant	Build Dates
F-150	2024	Kansas City Plant	January 9, 2024 through March 17, 2024

U.S. population of affected vehicles: 56. Affected vehicles are identified in OASIS and FSA VIN Lists.

REASON FOR THIS PROGRAM

In all of the affected vehicles, customers paid for the F-150 STX Black Appearance Vehicle Package per the Monroney Label (window sticker) that should had included the 6" (inch) Black Running Boards. However, both driver and passenger running boards were not installed during the manufacturing process.

SERVICE ACTION

Dealers are to offer two options to the vehicle Owner:

Option 1: The Customer will be offered a refund for the missing Running Boards up to a maximum total of \$600. If this option is chosen, Ford will not install the Running Boards and the program will be closed.

Option 2: Dealers will install the missing driver and passenger Running Boards at no charge to the vehicle Owner (Parts and Labor). If this option is chosen, the vehicle owner is not eligible for the refund option.

Vehicle owners can only choose one option. For new vehicle storage guidelines, refer to EFC13033, Storage Guidelines for New Vehicles.

To assist vehicle owners to have this repair completed when parts are available, dealers should:

- Arrange for a mobile repair at the owner's location, or:
- Pick-Up & Delivery and mobile service should be made available for all customers. Refer to the Rental and Claiming sections for further details.

OWNER NOTIFICATION MAILING SCHEDULE

Owner letters are expected to be mailed the week of July 15, 2024. Dealers should repair any affected vehicles that arrive at their dealerships, whether or not the customer has received a letter.

ATTACHMENTS

- Administrative Information
- Labor Allowances and Parts Ordering Information
- Technical Instructions
- Mobile Service Repair Assessment
- Mobile Repair/Vehicle Pick-Up & Delivery Record
- 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, flowing style.

Stacy L. Balzer

Customer Satisfaction Program 24B40

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.
- Recommended specialty tools: Standard Hand Tools.

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.

OASIS ACTIVATION

OASIS will be activated on June 24, 2024.

FSA VIN LISTS ACTIVATION

FSA VIN Lists will be available through <https://web.fsavinlists.dealerconnection.com> on June 24, 2024. Owner names and addresses will be available by August 2, 2024.

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.

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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.

OWNER REFUNDS

- Refunds will only be provided for the cost associated with Missing Running Boards. Up to Maximum \$600 credit.

RENTAL VEHICLES

Rental vehicles are not approved for this program.

MOBILE REPAIR CLAIMING QUESTIONS

Dealers participating in the Remote Experience Program:

- Ford Dealers - refer to EFC14125, 2024 Remote Experience Program.
- Lincoln Retailers - refer to EFC14164, 2024 Remote Experience Program.

Dealers NOT participating in the 2024 Remote Experience Program:

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

PICK-UP & DELIVERY- Participating Dealers

Dealers participating in the Remote Experience Program:

- Ford Dealers - Refer to EFC14125, 2024 Remote Experience Program, Pick-Up & Delivery Offset section for additional details.

PICK-UP & DELIVERY- Non-participating Dealers

Ford Dealers not participating in the 2024 Remote Experience Program for Pick-Up & Delivery are authorized to claim unique services for completing this program.

- Dealers are authorized to claim one-half labor hour per repair for vehicle Pick-Up & Delivery services. Refer to Labor Allowances for details.
- Dealers must retain a Vehicle Pick-Up & Delivery Record with the repair order documentation.

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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 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.

CLAIMS PREPARATION AND SUBMISSION

- **Technician Competency Requirement:** The STST Competency 10 certification requirement in the U.S. market only will be enforced starting with repair orders opened on or after April 1, 2024. FSA repairs will reject if the repairing technician is not certified in STST Competency 10 FSA. See EFC14251 for more details.
- **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: 24B40
 - Customer Concern Code (CCC): B61 – Running Board Power Running Board
 - Condition Code (CC): 39 – Missing Part
 - Causal Part Number: 16450, 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.
- **Refunds:** Submit refunds with Labor Operation 24B40C below.
- **Pick-Up & Delivery:**
 - Dealers participating in the Remote Experience Program –
 - Refer to EFC14125, 2024 Remote Experience Program, Pick-Up & Delivery (PDL) Offset section for additional details.
 - Dealers NOT participating in the Remote Experience Program –
 - Dealers may claim one-half labor hour per repair for vehicle Pick-Up & Delivery services.
 - Dealers must retain a Vehicle Pick-Up & Delivery Record with the repair order documentation.

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CLAIMS PREPARATION AND SUBMISSION (Continued)

- **Mobile Repair:**
 - Dealers participating in the Remote Experience Program –
 - Ford Dealers - refer to EFC14125, 2024 Remote Experience Program.
 - Lincoln Retailers - refer to EFC14164, 2024 Remote Experience Program.
 - Dealers NOT participating in the Remote Experience Program –
 - Mobile repair allowances can be claimed for dealer-performed mobile repairs. Dealers that are working with Ford-contracted mobile repair companies should refer to those companies for claiming instructions.
 - For dealer-performed mobile repairs, retain a copy of the Service Management signed record (see Repair Procedure Improvement & Revised Labor Time), with the repair order documentation.
 - Claim the mobile repair allowance Labor Operation Code 24B40MM along with the applicable Labor Operation Code for the repair (refer to the Labor Allowances table in Labor Allowances and Parts Ordering Information).

Labor Allowances and Parts Ordering Information

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LABOR ALLOWANCES

Description	Labor Operation	Labor Time
Administrative Allowance. Claim ONLY this labor operation for owners that requests the \$600.00 Refund and do not want to have the running boards installed on their vehicle. This closes this Customer Satisfaction Program.	24B40C	0.2 Hour(s)
Install Both Driver Side Left Hand (LH) and Passenger Side Right Hand (RH) Missing Running Boards to the vehicle's rocker panels. Includes time to clean area and torque fasteners per the Tech Instructions and Workshop Manual (WSM) Section 501-08 Specifications.	24B40B	0.5 Hour(s)
Mobile Service: This allowance is only for <u>non-eligible</u> 2024 Remote Experience Program Dealers. Can be used when the repair takes place away from the dealership. If Additional Time is Required Due to Travel, Please Submit an SSSC Approval Form.	24B40MM	0.5 Hour(s)
Vehicle Pick-Up & Delivery Allowance: This allowance is only for <u>non-eligible</u> 2024 Remote Experience Program Dealers. NOTE: This allowance is for dealer-performed vehicle Pick-Up & Delivery for dealership repairs only. Can only be claimed once, regardless of outstanding FSAs repaired.	24B40PP	0.5 Hour(s)

PARTS REQUIREMENTS / ORDERING INFORMATION

Service Part Number	Claim Quantity	Package Order Quantity	Number in Package	Description
ML3Z-16451-KB	1	1	1	LH - Charcoal Black Running Board
ML3Z-16450-KB	1	1	1	RH - Charcoal Black Running Board
- W706840-S440	12	3	4	Running Board Bracket Nut (12 Req. – 4 in a pack)

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.

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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.
- 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.



Ford Motor Company
Ford Customer Service Division
PO Box 1904
Dearborn, Michigan 48121

July 2024

Customer Satisfaction Program 24B40

Mr. John Sample
123 Main Street
Anywhere, USA 12345

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.

- Why are you receiving this notice?** On your vehicle, it may be possible both driver and passenger running boards were not installed during the manufacturing process.
- What is the effect?** You paid for the F-150 STX Black Appearance Package per the Monroney Label (window sticker) that should have included both driver/passenger 6" (inch) running boards.
- What will Ford and your dealer do?** In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to offer you the following TWO options:
Option 1: You will be offered a refund for the missing Running Boards up to a maximum total of \$600. If this option is chosen, Ford will not install the Running Boards and the program will be closed.
Option 2: Your Dealer will install the missing driver and passenger Running Boards (**parts available**) at no charge to You (Parts and Labor). If this option is chosen, You are no longer eligible for the refund option.
This Customer Satisfaction Program will be in effect until June 30, 2025 regardless of mileage. Coverage is automatically transferred to subsequent owners.
- How long will it take?** If you choose to install the missing Running Boards, 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 24B40.
If you do not already have a servicing dealer, you can access ford.com/support for dealer addresses, maps, and driving instructions.

What should you do? (continued)	<p>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.</p> <p>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.</p>
Mobile Service	<p>Ford Mobile Service is offered by participating dealers, contact your dealer for details.</p>
Pick-Up and Delivery	<p>Complimentary vehicle Pick-Up & Delivery service may also be available upon request through participating dealers. Your dealer will pick up your vehicle and return it with the repair completed.</p>
What if you no longer own this vehicle?	<p>If you no longer own this vehicle and have an address for the current owner, please forward this letter to the new owner.</p> <p>You received this notice because our records, which are based primarily on state registration and title data, indicate that you are the current owner.</p>
Can we assist you further?	<p>If you have difficulties getting your vehicle repaired promptly and without charge, please contact your dealership's Service Manager for assistance.</p> <p>RETAIL OWNERS: If you have questions or concerns, please contact our Ford Customer Relationship Center (CRC) at 1-866-436-7332 and one of our representatives will be happy to assist you. The CRC is open on weekdays from 8:00 AM – 11:00 PM and on Saturday 8:00 AM - 8:00 PM (Eastern Time). TTY/TDD users, please contact the CRC at the number listed using the Telecommunication Relay Service by dialing 711.</p> <p>If you wish to contact us through the internet, our address is ford.com/support.</p> <p>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.</p>

Thank you for your attention to this important matter.

Ford Customer Service Division

CERTAIN 2024 MODEL YEAR F-150 VEHICLES EQUIPPED WITH BLACK APPEARANCE PACKAGE — INSTALLATION OF MISSING RUNNING BOARDS

SERVICE PROCEDURE

IMPORTANT! The Service Technician Specialty Training (STST) Competency 10 certification requirement, for U.S. market only, will be enforced starting with repair orders opened on or after April 1, 2024. Field Service Action (FSA) repairs will reject if the repairing technician is not certified in STST Competency 10 FSA. See Electronic Field Communication (EFC) 14251 for more details.

1. With the vehicle in NEUTRAL, position it on a hoist. Refer to the Workshop Manual (WSM) procedures in Section 100-02.

NOTE: For mobile repairs, the use of a hoist is not required. The repair can be performed with the vehicle sitting on a flat surface.

2. When opening the box of the New Running Boards, check and make sure that all bracket to running board bolts are torqued to 7.7 lb.ft (10.5 Nm).

3. Locate the vehicles existing studs on the inside of the rocker panel. See Figure 1.

NOTE: Right-Hand (RH) side shown, Left-Hand (LH) side similar.

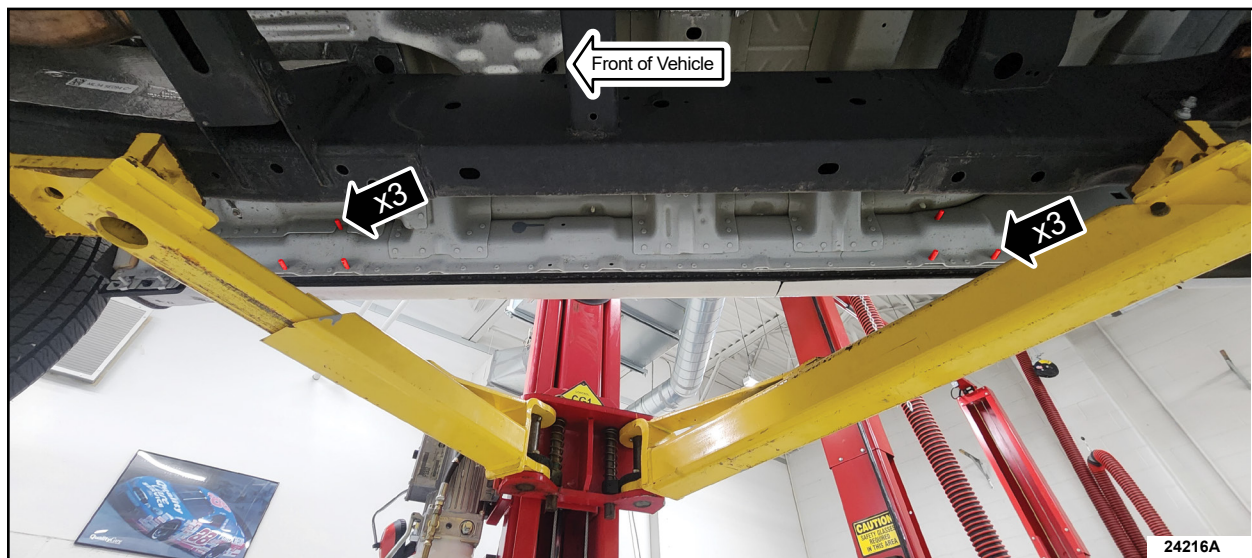


FIGURE 1

4. Using a clean shop rag mixed with water, clean the studs and area surrounding them as needed on both sides of the vehicle. Allow time for the areas to dry.

5. Install the RH and LH side running boards onto the studs and hand tighten all six fasteners on each side. Once all fasteners have been installed, torque to 18.8 lb.ft (25.5 Nm).

6. Lower the vehicle from the hoist, per WSM Section 100-02. This Customer Satisfaction Program is complete.



Customer Satisfaction Program 24B40

Certain 2024 Model Year F-150 Super Cab Vehicles Equipped With Black Appearance Package
Installation Of Missing Running Boards













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 the Administrative Information Attachment 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 24B40

Certain 2024 Model Year F-150 Super Cab Vehicles Equipped With Black Appearance Package
Installation Of Missing Running Boards

   – 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