



Service Engineering Operations  
Customer Service Division

Ford Motor Company  
PO Box 1904  
Dearborn, Michigan 48121

March 31, 2025

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

**SUBJECT:** **Customer Satisfaction Program 25B14**  
Certain 2024 Model Year F-150 BEV  
Forward Sensing Feature Credit Reimbursement

**AFFECTED VEHICLES**

Vehicle	Model Year	Assembly Plant	Build Date Range
2024	F-150 BEV	Rouge Electrical Vehicle Center	December 15, 2023, through October 21, 2024

U.S. population of affected vehicles: 2,686. Affected vehicles are identified in OASIS and FSA VIN Lists.

**REASON FOR THIS PROGRAM**

Some F-150 BEV 311A vehicles were produced with a window sticker that incorrectly indicates the forward sensing system is standard content, which is inaccurate. Affected vehicles were built correctly; however, the window label was not updated properly. This program is designed to reimburse customers who purchased vehicles with incorrect window labels.

**SERVICE ACTION**

Ford will refund \$100 to the vehicle's original purchaser. No service action is required by the dealership.

**OWNER NOTIFICATION MAILING SCHEDULE**

Owner letters are expected to be mailed the week of April 14, 2025, or sooner.

**EXPIRATION DATE**

This program has an expiration date of May 1, 2026.

**ATTACHMENTS**

- Owner Notification Letters

**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.

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