



# TECHNICAL SERVICE BULLETIN

## Tailgate Applique Poor Adhesion

**25-2089**

02 April 2025

### Model:

Ford  
2021-2023 F-150

**Markets:** North American market only

**Issue:** Some of the vehicles listed in the Model statement above may exhibit partial separation of the tailgate applique. This may be due to poor tape adhesion between the applique.

**Action:** For vehicles that meet all of the criteria in the Issue and Model statements, follow the Service Procedure to reattach the tailgate applique to the base.

### Parts

Service Part Number	Claim Quantity	Package Order Quantity	Number in Package	Description	Note
9941018	1	1	1	Tailgate Moulding	Refer To The Catalog For the VIN Specific Application
Obtain Locally	1	1		38mm x 89 mm x 2.23 m (2" x 4" x 84") common lumber stud	
Obtain Locally	1	1		3M™ Automotive Acrylic Plus Attachment Tape	
Obtain Locally	1	1		3M™ Automotive Adhesion Promoter (or equivalent)	
Obtain Locally	1	1		3M™ Specialty Adhesive Remover	
Obtain Locally	1	1		Isopropyl Alcohol Or Degreaser	

**Claim Quantity** refers to the total number of individual pieces required to repair the vehicle.

**Package Order Quantity** refers to the amount of the service part number package(s) required to repair the vehicle.

**Number In Package** refers to the number of individual pieces included in a service part number package.

**Warranty Status:** Eligible under provisions of New Vehicle Limited Warranty (NVLW)/Service Part Warranty (SPW)/Service Part New Vehicle (SPNV)/Extended Service Plan (ESP) coverage. Limits/policies/prior approvals are not altered by a TSB. NVLW/SPW/SPNV/ESP coverage limits are determined by the identified causal part and verified using the OASIS part coverage tool.

### Labor Times

Description	Operation No.	Time
2021-2023 F-150: Replace The Adhesive Tape Following The Service Procedure Includes Time To Remove And Install The Applique (Do Not Use With Any Other Labor Operations)	252089A	3.4 Hrs.

### Repair/Claim Coding

Causal Part:	99425A34
Condition Code:	12

## Service Procedure

1. Remove the applique from tailgate. Refer to WSM, Section 501-08 > Removal and Installation > Tailgate Moulding. (Figure 1)

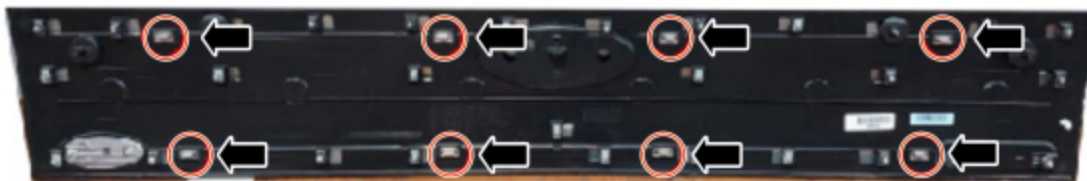
Figure 1



E451932

2. Release all the metal clips that join the applique to the base. (Figures 2-4)

Figure 2



E451933

Figure 3



E451934

Figure 4



**CAUTION: Do not bend the clips.**

3. Detach the applique from the base using an interior trim remover tool or equivalent. Separate the outer from the base panel carefully without bending either of the panels. (Figure 5)

Figure 5





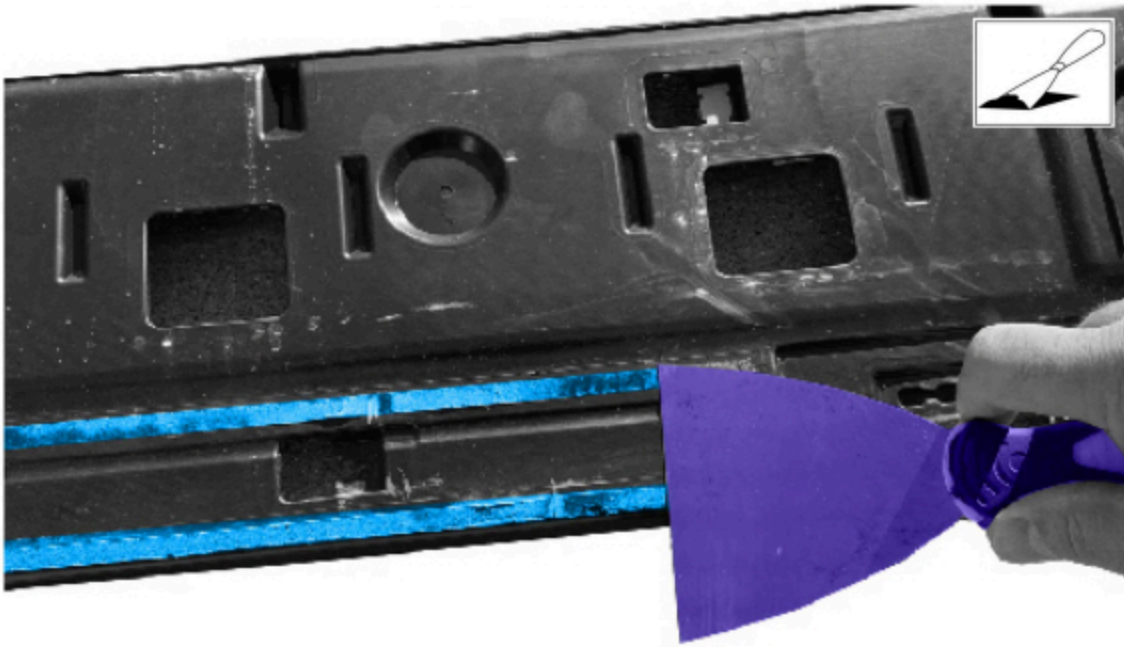
E451936



**CAUTION: Perform this step carefully to do not crack, scratch, or damage the applique.**

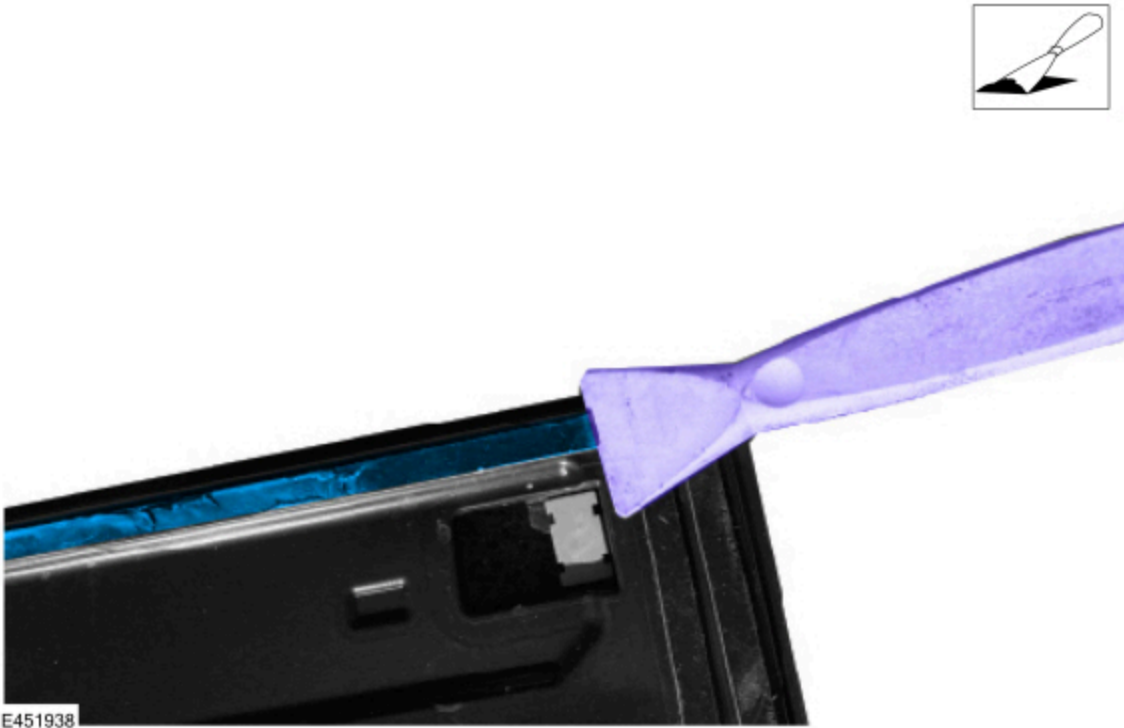
4. Apply 3M™ General Purpose Adhesive Remover around the existing double sided tape to both the outer and inner panel of the tailgate applique. Remove the adhesive tape from the outer and inner panels using an interior trim remover tool or equivalent. (Figures 6-7)

Figure 6



E451937

Figure 7



E451938

5. Clean the both the outer and inner panels of the tailgate applique surfaces with isopropyl alcohol or degreaser.
6. Apply adhesion promoter to both the outer and inner panels of the tailgate applique surfaces.
7. Attach new 3M™ Acrylic Plus Tape. (Figure 8)

Figure 8



EVIS 10108

8. Reattach the applique to the base and reinstall the metal clips.
9. Apply a 5 in. to 6 in. (13 cm to 15 cm) wide layer of masking tape along the entire length of the top and bottom sections on the finish side the applique.
10. Using a 2 in. x 4 in. x 84 in. (38 mm x 89 mm x 2.23 m) common lumber stud, secure the lumber along the top and bottom edge of the applique using a C-clamp or equivalent. Allow the applique to remain clamped for 1 hour. (Figure 9)

Figure 9



EVIS 10108

11. Reinstall the applique to the tailgate. Refer to WSM, Section 501-08 > Removal and Installation > Tailgate Moulding.

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NOTE: The information in Technical Service Bulletins is intended for use by trained, professional technicians with the knowledge, tools, and equipment to do the job properly and safely. It informs these technicians of conditions that may occur on some vehicles, or provides information that could assist in proper vehicle service. The procedures should not be performed by "do-it-yourselfers". Do not assume that a condition described affects your car or truck. Contact a Ford or Lincoln dealership to determine whether the Bulletin applies to your vehicle. Warranty Policy and Extended Service Plan documentation determine Warranty and/or Extended Service Plan coverage unless stated otherwise in the TSB article. The information in this Technical Service Bulletin (TSB) was current at the time of printing. Ford Motor Company reserves the right to supersede this information with updates. The most recent information is available through Ford Motor Company's on-line technical resources.