



Lincoln
PO Box 1904
Dearborn, Michigan 48121

May 2025

Special Field Action **25L01**

Mr. John Sample
123 Main Street
Anywhere, USA 12345

This Notice Applies to Your Vehicle: 12345678901234567

It has come to our attention that the Lincoln Build & Price website (Lincoln.com) included an error regarding second row heated seats when you placed your 2025 Aviator retail order. We apologize for this inconvenience and want to reimburse you for this oversight. Our commitment, together with your retailer, is to provide you with the highest level of service and support.

What is the issue? 2025 Aviator Reserve vehicles specified with 200A trim levels were listed incorrectly online as having second row heated seats as standard. Second row heated seats are only included with the Luxury Package or second row bench seat.

What will Lincoln do? You will be offered a \$285 refund, which represents the Manufacturer's Suggested Retail Pricing (MSRP) value of the second row heated seats.

Refund Conditions:

- Retail orders only
- Original owners only who still own the vehicle
- Use the **Lincoln Ownership Care** website (<https://LincolnOwnershipCare.com/>) to request the refund.

This Special Field Action will be in effect until May 31, 2026 regardless of mileage.

What should you do? Please visit <https://LincolnOwnershipCare.com/> to participate in the program. You can visit the website or scan the QR code with your mobile device to start the claim process. Below is a Personal Identification Number (PIN) that you can use to access the reimbursement website. Please keep this document until the process is complete.

**QR Code for
Reimbursement
Website:**



PIN: 1A2B3C4D

Scanning a QR code using a device is straightforward: Open the QR reader application or the camera on your smartphone. Point it at the QR code, then tap the banner that appears on your device. Follow the instructions on the screen to finish.

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 **Lincoln Recall Assistance Center (RAC) at 1-866-436-7332** and one of our representatives will be happy to assist you. The RAC is open on weekdays from 8:30 AM – 7:00 PM (Eastern Time). TTY/TDD users, please contact the RAC at the number listed using the Telecommunication Relay Service by dialing 711.

If you wish to contact us through the internet, our address is lincoln.com/support.

Thank you for your attention to this important matter.

Lincoln



Lincoln
PO Box 1904
Dearborn, Michigan 48121

Mayo 2025

Acción en campo especial **25L01**

Sr. Juan Pérez
Calle Principal 123
Ciudad, EE. UU. 12345

Este aviso tiene relación con su vehículo: 12345678901234567

Hemos detectado que la sección Build & Price del sitio web de Lincoln (Lincoln.com) incluyó un error con respecto a los asientos calentados de la segunda fila cuando realizó el pedido minorista de su Aviator 2025. Lamentamos este inconveniente y queremos compensarlo por este descuido. Nuestro compromiso, junto con el de su minorista, es ofrecerle servicio y apoyo de alto nivel.

¿Cuál es el problema?

Los vehículos Aviator Reserve 2025 especificados con niveles de equipamiento 200A aparecían incorrectamente en línea como si tuvieran asientos calentados en la segunda fila como estándar. Los asientos calentados de la segunda fila solo están incluidos con el Paquete de Lujo o el asiento de banco de la segunda fila.

¿Qué hará Lincoln?

Se le ofrecerá un reembolso de \$285, que representa el valor del precio minorista sugerido por el fabricante (MSRP) de los asientos calentados de la segunda fila.

Condiciones para el reembolso:

- Solo pedidos minoristas
- Solo propietarios originales que aún sean dueños del vehículo
- Use el sitio web de **Lincoln Ownership Care** (<https://LincolnOwnershipCare.com/>) para solicitar el reembolso.

Esta acción en campo especial tendrá vigencia hasta el 31 de mayo de 2026, independientemente del millaje.

¿Qué debe hacer?

Código QR para el sitio web de reembolso:



Para participar en el programa, visite <https://LincolnOwnershipCare.com/>. Puede visitar el sitio web o bien escanear el código QR con su dispositivo móvil para iniciar el proceso de solicitud. A continuación se muestra un Número de Identificación Personal (PIN) que puede usar para acceder al sitio web de reembolso. Conserve este documento hasta que finalice el proceso.

PIN: 1A2B3C4D

**¿Qué debe hacer?
(continuación)**

Escanear un código QR a través de un dispositivo es sencillo: Abra la aplicación de lector de QR o la cámara de su smartphone. Apunte al código QR y luego toque el aviso que aparece en su dispositivo. Siga las instrucciones en la pantalla para finalizar.

¿Podemos hacer algo más por usted?

Si tiene problemas para reparar su vehículo de inmediato y sin costo alguno, comuníquese con el Gerente de Servicio de su concesionario para solicitar ayuda.

PROPIETARIOS MINORISTAS: Si tiene dudas o preguntas, comuníquese con nuestro **Centro de asistencia de campañas (RAC) Lincoln al 1-866-436-7332** y uno de nuestros representantes con gusto lo atenderá. El RAC está abierto de lunes a viernes de 8:30 a.m. a 7:00 p.m. (hora del este). Si es usuario de TTY/TDD, comuníquese con el RAC al número que se menciona, mediante el servicio de retransmisión de telecomunicaciones, para esto, marque el 711.

Si desea ponerse en contacto con nosotros a través de Internet, nuestra dirección es lincoln.com/support.

Gracias por su atención en este asunto sumamente importante.

Lincoln



Service Engineering Operations
Customer Service Division

Ford Motor Company
PO Box 1904
Dearborn, Michigan 48121

May 8, 2025

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: Special Field Action 25L01
Certain 2025 Model Year Aviator Reserve 200A Series Retail Ordered Vehicles -
Rear Heated Seat Refund

PROGRAM TERMS

This program will be in effect through May 31, 2026.

Refund Conditions:

- Retail orders only
- Original owners only who still own the vehicle
- The **Lincoln Ownership Care** website (<https://LincolnOwnershipCare.com/>) is used to request the refund.

AFFECTED VEHICLES

Vehicle	Model Year	Assembly Plant	Build Date Range
Aviator	2025	Chicago	June 11, 2024 through April 8, 2025

REASON FOR THIS COMMUNICATION

Due to an administrative error on the Lincoln Build & Price website (Lincoln.com), customers that placed retail orders for 2025 Aviator Reserve vehicles specified with a 200A trim level were listed incorrectly as having second row heated seats as standard. This does not include vehicles with a luxury package (65L) or bench seat (687) option.

This Communication will help dealers answer customer questions related to this Special Field Action.

SERVICE ACTION (Awareness)

NOTE: No parts or labor is required for this program.

Dealers are to refer customers to the reimbursement website:

<https://LincolnOwnershipCare.com/>.

Customers that placed a retail order, are the original owner, and still own the vehicle will be offered a \$285 refund, which represents the Manufacturer's Suggested Retail Pricing (MSRP) value of the second row heated seats. No parts or labor will be required for this service action.

CUSTOMER NOTIFICATION

Owner letters are expected to be mailed to the original owners during the week of May 19, 2025, or earlier.

OASIS AND FSA VIN LISTS

OASIS and FSA VIN Lists will not be activated for this program.

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.

Customer Service Division