



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

August 2025

Customer Satisfaction Program 25B40

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.

Why are you receiving this notice? On your vehicle, it may be possible the rear righthand seat backrest cover of the Platinum Plus trim series, was equipped with a “Limited” badge.

What is the effect? This condition is cosmetic and does not affect the safe operation of the vehicle.

What will Ford and your dealer do? **Parts are now available to repair your vehicle.** In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to inspect the rear righthand seat backrest cover, and replace if equipped with the wrong badge, free of charge under the terms of this program.
This Customer Satisfaction Program will be in effect until August 12, 2026, 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.

What should you do? Please call your dealer without delay to schedule a service appointment for Customer Satisfaction Program 25B40.

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.

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.

Mobile Service

Ford Mobile Service is offered by participating dealers, contact your dealer for details.

Pick-Up and Delivery

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.

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.

If you have questions or concerns, please contact our **Ford 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 ford.com/support.

Thank you for your attention to this important matter.

Customer Service Division



Ford Motor Company
División de Servicio al Cliente
PO Box 1904
Dearborn, Michigan 48121

Agosto 2025

Programa de satisfacción del cliente 25B40

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

Número de identificación del vehículo (VIN): 12345678901234567

El compromiso de Ford Motor Company no es solo fabricar productos confiables y de alta calidad, sino que también lograr la plena satisfacción del cliente. Para demostrar este compromiso, estamos proporcionando un programa de satisfacción del cliente sin cargo para su vehículo.

- ¿Por qué recibe este aviso?** Es posible que en su vehículo la cubierta del respaldo del asiento trasero derecho de la serie de equipamiento Platinum Plus estuviera equipada con una insignia "Limited".
- ¿Cuál es el efecto?** Esta condición es cosmética y no afecta el funcionamiento seguro del vehículo.
- ¿Qué medidas adoptarán Ford y su concesionario?** **Las piezas para reparar su vehículo ya se encuentran disponibles.** Para satisfacer a nuestros clientes, Ford Motor Company ha autorizado a su concesionario a inspeccionar la cubierta del respaldo del asiento trasero derecho y reemplazar si estuviese equipado con la insignia incorrecta, sin costo alguno, conforme a los términos de este programa. Este Programa de satisfacción del cliente tendrá vigencia hasta el 12 de agosto de 2026, sin importar el millaje. La cobertura se transferirá automáticamente a los siguientes propietarios.
- ¿Cuánto tiempo tomará?** El tiempo necesario para la reparación será de menos de medio día. Sin embargo, debido a los requisitos de planificación de servicio, es posible que su concesionario tarde un poco más.
- ¿Qué debe hacer?** Llame a su concesionario lo antes posible a fin de programar una cita de servicio para realizar el Programa de satisfacción del cliente 25B40. Si aún no tiene un distribuidor para realizar el servicio, puede acceder a ford.com/support para conocer las direcciones de los distribuidores, ver mapas y obtener las instrucciones para llegar. Ford Motor Company le recomienda realizar esta acción de servicio en su vehículo. El propietario del vehículo es responsable de efectuar los arreglos necesarios para llevar a cabo el trabajo.

NOTA: Puede recibir información sobre las campañas y los programas de satisfacción del cliente a través de la aplicación FordPass. La aplicación se puede descargar a través de App Store o Google Play. Adicionalmente, existen otras funciones como reserva de estacionamientos en determinados lugares, además de control de ciertas funciones en el vehículo (bloqueo o desbloqueo de puertas, arranque remoto) si así está equipado para permitir el control.

Servicio móvil

El Servicio móvil Ford se ofrece a través de los concesionarios que participan, comuníquese con su concesionario para obtener detalles.

Servicio de retiro y entrega

El servicio complementario de retiro y entrega de vehículos también podría estar disponible previa solicitud a través de los concesionarios que participan. Su concesionario retirará el vehículo y lo regresará con la reparación realizada.

¿Qué pasa si ya no es el propietario del vehículo?

Si ya no es el propietario del vehículo y tiene la dirección del propietario actual, le solicitamos que le reenvíe esta carta.

Este aviso lo recibió porque en nuestros archivos, basados principalmente en datos de registro y propiedad de los EE. UU., aparece usted como el propietario actual.

¿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.

si tiene dudas o preguntas, comuníquese con nuestro **Centro de Asistencia de Campañas Ford (RAC) 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 comunicarse con nosotros a través de Internet, nuestra dirección es ford.com/support.

Gracias por su atención en este asunto sumamente importante.

División de Servicio al Cliente



Service Engineering Operations
Customer Service Division

Ford Motor Company
PO Box 1904
Dearborn, Michigan 48121

TO: All U.S. Ford and Lincoln Dealers

August 12, 2025

SUBJECT: **Customer Satisfaction Program 25B40**
Certain 2025 Model Year F-150 Platinum Plus Trim Level
Rear Righthand Seat Backrest Cover Replacement

PROGRAM TERMS

This program will be in effect through August 12, 2026. There is no mileage limit for this program.

AFFECTED VEHICLES (U.S. Population Of Affected Vehicles 59):

Vehicle	Model Year	Assembly Plant	Build Date Range
F-150	2025	Dearborn	March 12, 2025 through March 17, 2025

Affected vehicles are identified in OASIS and FSA VIN Lists.

Note: Some vehicles may have been repaired or are in the process of being repaired at the assembly plant. Monitor OASIS before opening an RO and/or beginning a repair. Parts purchased for an FSA can be returned for credit if required. See the EXCESS STOCK RETURN details in Labor Allowances and Parts Ordering Information for more information.

REASON FOR THIS PROGRAM

On all the affected vehicles, the rear righthand seat backrest cover of the Platinum Plus trim series, may have a "Limited" badge. This condition is cosmetic and does not affect the safe operation of the vehicle.

SERVICE ACTION

Dealers are to inspect the rear righthand seat backrest cover for incorrect badging and replace the rear seat backrest cover, if necessary. Follow the Workshop Manual procedure for seat backrest cover replacement. This service must be performed on all affected vehicles at no charge to the vehicle owner.

FSA PROGRAM OPTIONS

Program Option	Eligibility	Comments
Mobile Repair	Yes	See Mobile Repair Assessment Levels section below.
Over-the-Air (OTA) Update	No	OTA not available.
Rentals	No	Rentals are not approved.
Alternative Transportation Available	No	Alternate Transportation is not approved.
Pickup & Delivery (PDL)	Yes	See Pickup & Delivery section in the Policy document.
Towing	No	Towing is not approved.
Essential Special Service Tools (ESST)	No	ESST not required for this program.

Administrative Allowance	No	Administrative Allowance is not approved.
Owner Refunds	No	Owner Refunds are not approved.
Photo Submission	No	Repair Photo Submission is not approved.

Note: For further information on any Service Item above, see the corresponding section with the Policy Document.

OWNER NOTIFICATION MAILING SCHEDULE

Owner letters are expected to be mailed the week of August 18, 2025, or sooner. Dealers should repair any affected vehicles that arrive at their dealerships, whether or not the customer has received a letter.

ATTACHMENTS

- Technical Instructions
- Owner Notification Letter
- Mobile Repair/Vehicle Pick-Up & Delivery Record
- Mobile Service Repair Assessment

REFERENCE MATERIAL

- Warranty & Policy Manual (located on FMCDealer Warranty Portal Page):
www.fmcdealer.dealerconnection.com/content/fmcdealer/us/en/parts_service/wty.html
- FSA Policy Document (located on FMCDealer FSA Resources Page):
www.fmcdealer.dealerconnection.com/content/fmcdealer/us/en/parts_service/fsa/rsc.html

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

Customer Satisfaction Program 25B40

MOBILE SERVICE REPAIR ASSESSMENT LEVEL

Arrange for mobile repair at the owner's location

- All Vehicles Affected:
 - Enhanced Mobile Service

OASIS ACTIVATION

OASIS will be activated on August 12, 2025.

FSA VIN LISTS ACTIVATION

FSA VIN Lists will be available through <https://web.fsavinlists.dealerconnection.com> by August 12, 2025. Owner names and addresses will be available by August 18, 2025.

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.
- 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.
- If OASIS is activated, identify and correct 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 are not approved for this program.

RENTAL VEHICLES

Rental vehicles are not approved for this program.

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.

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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 August 31, 2024. FSA repairs will reject and the claim will not be paid if the repairing technician is not certified in STST Competency 10 FSA. See EFC15936 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: **25B40**
 - Customer Concern Code (CCC): S50
 - Condition Code (CC): 38
 - Causal Part Number: 1666600, 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 25B40

LABOR ALLOWANCES

Description	Labor Operation	Labor Time
Inspect Rear Righthand Seat Backrest Cover Badging.	25B40A	0.2 Hours
Replace Rear Righthand Seat Backrest Cover, Following Workshop Manual Procedures.	25B40B	0.7 Hours
Mobile Service: This allowance is only for <u>non-eligible</u> 2025 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.	25B40MM	0.5 Hours
Ford Vehicle Pick-Up & Delivery Allowance: This allowance is only for <u>non-eligible</u> 2025 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.	25B40PP	0.5 Hours

PARTS REQUIREMENTS / ORDERING INFORMATION

Inspection required, see Technical Instructions.

Service Part Number	Claim Quantity	Package Order Quantity	Number in Package	Description
RL3Z-1666600-MA	1	1	1	Rear Righthand Seat Backrest Cover
CU5Z-96610A16-BED	1	1	1	Head Restraint Sleeve
CU5Z-96610A16-BEE	1	1	1	Head Restraint Sleeve

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

Please refer to the Policy Document for any and all questions on parts.

EXCESS STOCK RETURN

Please refer to the Policy Document for any and all questions on parts.

REPLACED FSA PARTS INSPECTION AND SIGN OFF

Please refer to the Policy Document for any and all questions on parts.

25B40

Mobile Repair / Vehicle Pick-Up and Delivery Record

VIN _____ received (check one):

- Mobile Repair
- Pick-up and/or delivery service

As outlined below for the 25B40 Field Service Action program.

Mobile Repair – Date: _____

OR

Pick-up – Date: _____

Delivery – Date: _____

Repair Order #

Repair Order Date

Service Manager Signature

Date

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 Rear Righthand Seat Backrest Cover 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 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 (MRA1)
-   - Light Mobile Service (MRA2)
-    - Enhanced Mobile Service (MRA3)
-     - Advanced Mobile Service (MRA4)
-  - Not a Mobile Service Repair (MRA5)
-  - Wheel and Tire Mobile Service (MRA6)
-  - Advanced Driver Assistance System (ADAS) Mobile Repair (MRA7)

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

-  – Mobile Reprogramming (MRA1)
 - 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 (MRA2)
 - 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)

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Certain 2025 Model Year F-150 Platinum Plus Trim Level
Rear Righthand Seat Backrest Cover Replacement

   – Enhanced Mobile Service (MRA3)

- **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 (MRA4)

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

 – Not a Mobile Service Repair (MRA5)

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

 – Wheel and Tire Mobile Service (MRA6)

- Tire Removal from Wheel
- Tire Balancing
- Tire Repair

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

 – Advanced Driver Assistance System (ADAS) Mobile Repair (MRA7)

- Requires the uses of a ADAS Mobile Service Kit.
- May require a post repair test drive.
 - Parking Lot Maneuvers to capture parking lines for camera alignment.
 - Steady speed cruising (45 MPH).
- **The vehicle service location will have to be validated before scheduling an appointment to determine if a mobile repair is appropriate.**

CERTAIN 2025 MODEL YEAR F-150 SUPER CREW VEHICLES — REAR RIGHT HAND SEAT BACKREST COVER REPLACEMENT

SERVICE PROCEDURE

IMPORTANT! The Service Technician Specialty Training (STST) Competency 10 certification requirement in the U.S. market only will be enforced starting with repair orders opened on or after August 31, 2024. Field Service Action (FSA) repairs will reject and the claim will not be paid if the repairing technician is not certified in STST Competency 10 FSA. See Electronic Field Communication (EFC)15396 for more details.

1. Inspect the badge on the right hand (RH) seat backrest cover. See Figure 1.

- Is the RH second row seat backrest cover equipped with a limited badge?

YES - Does not pass inspection, replace the RH second row seat backrest cover. Follow the Workshop Manual (WSM) procedures in Section 501-10B.

NO - Passes inspection, this completes the FSA.

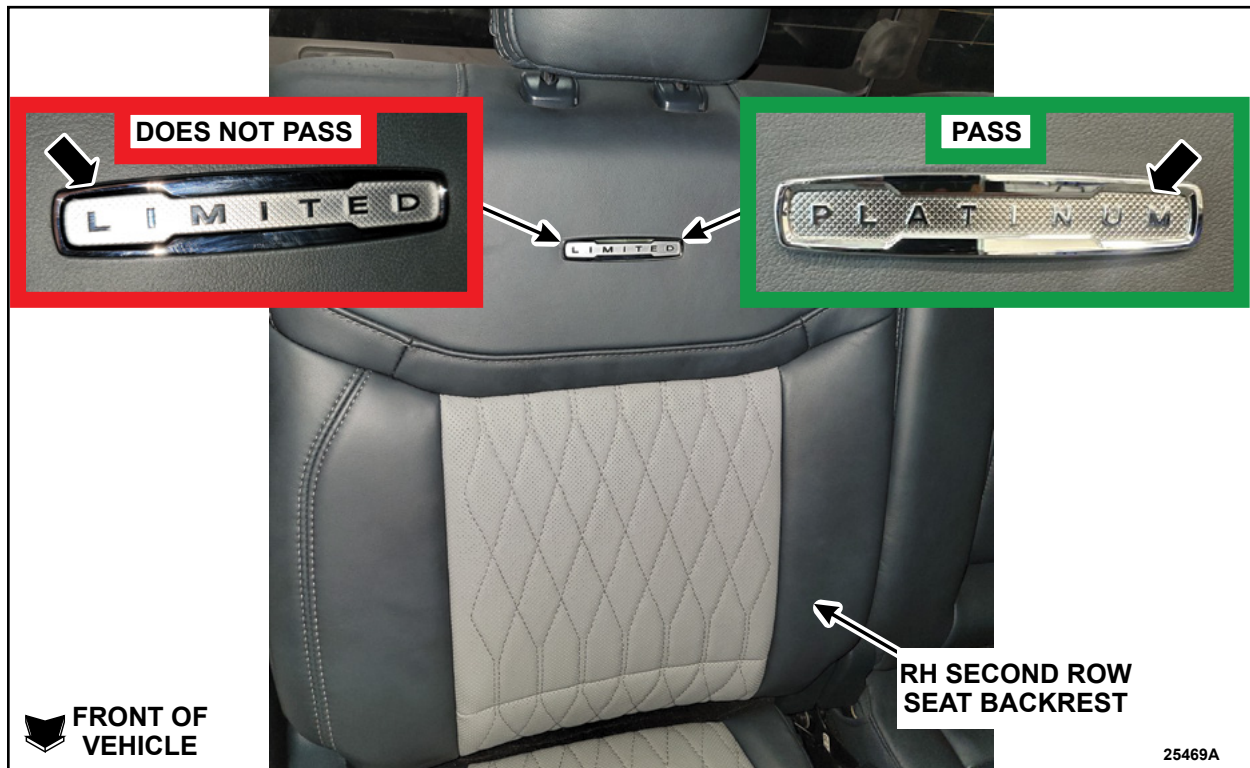


FIGURE 1

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.

