



Ford Motor Company
Ford Customer Service Division
P. O. Box 1904
Dearborn, Michigan 48121

April 2012

Customer Satisfaction Program 12B36

Mr. John Sample
123 Main Street
Anywhere, USA 12345

Your Vehicle Identification Number: 12345678901234567

At Ford Motor Company, it has been our goal for more than 100 years to provide customers with high-quality, dependable products. In order to maintain these standards, Ford Motor Company is providing a no-charge Customer Satisfaction Program (Program Number 12B36) for your vehicle, with the Vehicle Identification Number shown above.

What is the issue? On your vehicle, contamination can build up on the internal electrical contacts of the engine cooling fan motors, causing the fans to be inoperative. Inoperative engine cooling fans could lead to high engine temperature gauge readings and reduced air conditioning performance. Continued operation of the vehicle could result in illumination of the Malfunction Indicator Light (MIL) and eventually cause the engine to automatically enter derate (reduced power) mode.

What will Ford and your dealer do? In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to inspect the operation of the engine cooling fans on your vehicle, and replace them if necessary. In addition, your dealer will reprogram your vehicle's Powertrain Control Module (PCM) to prevent contamination from accumulating in the future.
This service will be performed free of charge (parts and labor) under the terms of this program.
This Customer Satisfaction Program will be in effect until May 1, 2013 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 and request a service date for Customer Satisfaction Program 12B36. Provide the dealer with the Vehicle Identification Number (VIN) of your vehicle. The VIN is printed near your name at the beginning of this letter.
If you do not already have a servicing dealer, you can access www.Fordowner.com for dealer addresses, maps, and driving instructions.

What should you do? (cont.) 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. Ford Motor Company can deny coverage for any vehicle damage that may result from the failure to have this service action performed on a timely basis. Therefore, please have this service action performed as soon as possible.

Do you need a rental vehicle? If your dealer determines that the cooling fans on your vehicle require replacement, your dealer is authorized to provide a rental vehicle for your personal transportation at no charge (except for fuel, insurance, and tax) while parts are on order. Please see your dealer for guidelines and limitations.

Have you previously paid for this repair? If you have previously paid for a repair that addresses the issue described in this letter, you still need to have this service action performed to ensure the correct PCM calibration has been installed on your vehicle.
If the previously paid for repair was performed before the date of this letter, you may be eligible for a refund. Refunds will only be provided for service related to engine cooling fan operation. To verify eligibility and expedite reimbursement, give your paid original receipt to your dealer before July 31, 2012. To avoid delays, do not send receipts to Ford Motor Company.

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.
RETAIL OWNERS: If you still have concerns, please contact the Ford Motor Company Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you.
For the hearing impaired call 1-800-232-5952 (TDD).
Representatives are available Monday through Friday: 8:00AM - 5:00PM (Your Local Time).
If you wish to contact us through the Internet, our address is:
www.Fordowner.com.
FLEET OWNERS: If you still have concerns, please contact the Fleet Customer Information Center at 1-800-34-FLEET, Option #3 and one of our representatives will be happy to assist you. Representatives are available Monday through Friday: 8:00AM - 5:00PM (Your Local Time).
Or you may contact us through the Internet at www.fleet.ford.com.

Thank you for your attention to this important matter.

Ford Customer Service Division