



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

September 2024

Customer Satisfaction Program 23B12

Mr. John Sample
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Anywhere, USA 12345

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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, a High Voltage Battery Module (HVBM) was previously replaced using an incorrect Thermal Interface Material (TIM) template.

What is the effect?

This may result in the battery cells operating at a temperature higher than design intent, resulting in reduced cell performance and, over time, a progressive reduction in vehicle range that may become noticeable to the driver. This may also result in a malfunction indicator light, DTC code and battery power limiting.

What will Ford and your dealer do?

In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to replace the affected HVBM free of charge (parts and labor) under the terms of this program.

This Customer Satisfaction Program will be in effect until September 30, 2025, regardless of mileage. Coverage is automatically transferred to subsequent owners.

How long will it take?

The time needed for this repair is less than 2 full days. However, due to service scheduling requirements, your dealer may need your vehicle for a longer period of time. Additional time may be required to determine what HVBM needs to be replaced and shipping of parts.

What should you do?

Please call your dealer without delay to schedule a service appointment for Customer Satisfaction Program 23B12.

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.

What should you do? (continued)	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.
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.
Do you need a rental vehicle?	Your dealer is authorized to provide a rental vehicle for your personal transportation at no charge (except for fuel, insurance, and tax) while your vehicle is at the dealership for repairs. Please see your dealer for guidelines and limitations.
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 have questions or concerns, please contact our Ford Customer Relationship Center (CRC) at 1-866-436-7332 and one of our representatives will be happy to assist you. The CRC is open on weekdays from 8:00 AM – 11:00 PM and on Saturday 8:00 AM - 8:00 PM (Eastern Time). TTY/TDD users, please contact the CRC 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 . FLEET OWNERS: If you have questions or concerns, please contact our Ford Pro Contact Center at 1-800-34-FLEET , choose Option #1, and one of our representatives will be happy to assist you. If you wish to contact us through the Internet, our address is fleet.ford.com . Representatives are available Monday through Friday: 7:00 AM – 11:00 PM and Saturday 7:00 AM – 5:00 PM (Eastern Time). MOTORHOME OWNERS: If you have questions or concerns, please contact our Motorhome Customer Assistance Center toll-free at 1-866-906-9811 . Representatives are available 24 hours a day.

Thank you for your attention to this important matter.

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