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Ford Customer Service Division

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

January 13, 2012

**TO:** All U.S. Ford and Lincoln Dealers

**SUBJECT:** **DEMONSTRATION / DELIVERY HOLD - Customer Satisfaction Program 11B31**  
Certain 2012 Model Year Fiesta and Focus Equipped with a DPS6 Automatic  
Transmission - Clutch Replacement

**REF:** **11T02 - DEMONSTRATION / DELIVERY HOLD - 2012 Model Year Fiesta and Focus**  
Equipped with a DPS6 Automatic Transmission - Clutch Replacement Upgrade Prior to  
Sale

**NOTE:** Customer Satisfaction Program 11B31 supersedes Special Service Instruction 11T02. Any repairs in process for 11T02 should be claimed under 11B31.

#### **PROGRAM TERMS**

This program will be in effect through January 31, 2013. There is no mileage limit for this program.

#### **AFFECTED VEHICLES**

- Certain 2012 model year Fiesta vehicles with a DPS6 automatic transmission built at the Cuautitlan Stamping and Assembly Plant from October 18, 2011 through October 27, 2011.
- Certain 2012 model year Focus vehicles with a DPS6 automatic transmission built at the Michigan Assembly Plant from October 24, 2011 through October 26, 2011.

Affected vehicles are identified in OASIS. In addition, for a list of vehicles assigned to your dealership, visit <https://web.fsavinlists.dealerconnection.com>. This information will be available on January 13, 2012.

#### **REASON FOR THIS PROGRAM**

In some of the affected vehicles, the DPS6 automatic transmission clutch assembly was improperly balanced. An improperly balanced clutch can result in a vehicle vibration felt through the steering wheel and/or seat in Park, Neutral and First gear. This vibration condition may be noticeable initially or could take some time to develop, and may affect customer satisfaction. If left uncorrected, this vibration could result in additional transmission damage.

#### **SERVICE ACTION**

Before demonstrating or delivering any of the vehicles involved in this program, dealers are to remove the transmission and replace the clutch assembly. This service must be performed on all affected vehicles at no charge to the vehicle owner.

**OWNER NOTIFICATION MAILING SCHEDULE**

Owner Letters are expected to be mailed the week of January 23, 2012. Dealers should repair any affected vehicles that arrive at their dealerships, whether or not the customer has received a letter.

**ATTACHMENTS**

- Attachment I: Administrative Information
- Attachment II: Labor Allowances and Parts Ordering Information
- Attachment III: Technical Information
- Owner Notification Letter

**QUESTIONS & ASSISTANCE**

Special Service Support Center (Dealer Assistance Only) .....1-800-325-5621

Sincerely,



Michael A. Berardi

**DEMONSTRATION / DELIVERY HOLD - Customer Satisfaction Program 11B31**  
Certain 2012 Model Year Fiesta and Focus Equipped with a DPS6 Automatic Transmission  
Clutch Replacement

**OASIS ACTIVATED?**

Yes, OASIS will be activated on January 13, 2012.

**FSA VIN LIST ACTIVATED?**

Yes, FSA VIN list will be available through <https://web.fsavinlists.dealerconnection.com> on January 13, 2012. Owner names and addresses will be available by February 3, 2012.

**NOTE:** Your FSA VIN list 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.

**STOCK VEHICLES**

Correct all affected units in your new vehicle inventory before delivery.

**SOLD VEHICLES**

- Owners of affected vehicles will be directed to dealers for repairs.
- Immediately contact any of your affected customers whose vehicles are not on your VIN list but are identified in OASIS. Give the customer a copy of the Owner Notification Letter (when available) and schedule a service date.
- Correct other affected vehicles identified in OASIS which are brought to your dealership.

**TITLE BRANDED / SALVAGED VEHICLES**

Affected title branded and salvaged vehicles are eligible for this service action.

**RELATED DAMAGE**

If a related damage condition exists that you believe to be caused by the covered condition, call the Special Service Support Center to request approval **prior** to the repair of any related damage. Requests for approval after completion of the repair will not be granted. Ford Motor Company reserves the right to deny coverage for related damage in cases where the vehicle owner has not had this service action performed on a timely basis.

**DEMONSTRATION / DELIVERY HOLD - Customer Satisfaction Program 11B31**  
Certain 2012 Model Year Fiesta and Focus Equipped with a DPS6 Automatic Transmission  
Clutch Replacement

**ADDITIONAL LABOR TIME**

- If a condition exists that requires additional labor to complete the repair, call the Special Service Support Center to request approval **prior** to performing any additional labor. Requests for approval after completion of the repair will not be granted.
- If you encounter aftermarket equipment or modifications to the vehicle which might prevent the repair of the covered condition, call the Special Service Support Center.

**OWNER REFUNDS**

Refunds are not authorized for this program.

**RENTAL VEHICLES**

With proper parts ordering and service appointment scheduling, rental vehicles should not be required. However, if you have a unique circumstance which may require a rental vehicle, please contact the Special Service Support Center at 1-800-325-5621.

**CLAIMS PREPARATION AND SUBMISSION**

- Enter claims using Direct Warranty Entry (DWE).
- Refer to ACESII manual for claims preparation and submission information.
- Related damage must be claimed on a repair line that is separate from the repair line on which the FSA is claimed. Related damage requires prior approval from the Special Service Support Center.
- "MT" labor should be submitted on a separate repair line with the related damage flag checked. "MT" labor requires prior approval from the Special Service Support Center.
- Any repairs in process for 11T02 should be claimed under 11B31. Labor operations for 11T02 will be deactivated the week of January 16, 2012.
- This program will be in effect through January 31, 2013. There is no mileage limit for this program.

**DEMONSTRATION / DELIVERY HOLD - Customer Satisfaction Program 11B31**  
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 Clutch Replacement

**LABOR ALLOWANCES**

Description	Labor Operation	Labor Time
<u>Fiesta</u> – Remove transmission, replace clutch and reinstall transmission	11B31B	5.8 Hours
<u>Focus</u> – Remove transmission, replace clutch and reinstall transmission	11B31C	6.5 Hours

**PARTS REQUIREMENTS / ORDERING INFORMATION**

Order your parts requirements through normal order processing channels.

Fiesta Parts Requirements	Part Number	Description	Quantity Required Per Repair
	BV6Z-7B546-B	Clutch (includes Input Shaft #1 Snap Ring P/N AE8Z-7064-B)	1
	AE8Z-7064-A	Input Shaft #2 Snap Ring	1
	W705448-S441	Clutch Fastener (4 fasteners per package)	6
	AE8Z-7007-A	Engine Plate	1
	2S6Z-9450-A	Exhaust Gasket	1
	W703662-S403	Exhaust Nut (4 nuts per package)	2
	W709618-S442	Ball Joint Bolt (4 bolts per package)	2
	W520203-S442	Ball Joint Nut (4 nuts per package)	2
	YS4Z-3N324-AA	Axle Bearing Retainer Strap	1
	W520102-S442	Axle Bearing Retainer Strap Nut (4 nuts per package)	2
	AE8Z-1S177-A	Axle Seal	2

**DEMONSTRATION / DELIVERY HOLD - Customer Satisfaction Program 11B31**  
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**Parts Requirements / Ordering Information (continued)**

<b>Focus Parts Requirements</b>	<b>Part Number</b>	<b>Description</b>	<b>Quantity Required Per Repair</b>
	BV6Z-7B546-B	Clutch (includes Input Shaft #1 Snap Ring P/N AE8Z-7064-B)	1
	AE8Z-7064-A	Input Shaft #2 Snap Ring	1
	W705448-S441	Clutch Fastener (4 fasteners per package)	6
	W520415-S442	Ball Joint Nut (4 nuts per package)	2
	W715491-S442	Ball Joint Bolt (4 bolts per package)	2
	YS4Z-3N324-AA	Axle Bearing Retainer Strap	1
	W520102-S442	Axle Bearing Retainer Strap Nut (4 nuts per package)	2
	AE8Z-1S177-A	Axle Seal	2

The DOR/COR number for this service action is 50453.

Questions regarding parts should be directed to the Special Service Support Center (1-800-325-5621) or E-mailed to: [Ford@Renkim.com](mailto:Ford@Renkim.com).

**DEALER PRICE**

For latest prices, refer to DOES II.

**EXCESS STOCK RETURN**

Excess stock returned for credit must have been purchased from Ford Customer Service Division in accordance with Policy Procedure Bulletin 4000.

## **CERTAIN 2012 MODEL YEAR FIESTA AND FOCUS VEHICLES EQUIPPED WITH A DPS6 AUTOMATIC TRANSMISSION — CLUTCH REPLACEMENT**

### **OVERVIEW**

In some of the affected vehicles, the DPS6 automatic transmission clutch assembly was improperly balanced. An improperly balanced clutch can result in a vehicle vibration felt through the steering wheel and/or seat in Park, Neutral and First gear. This vibration condition may be noticeable initially or could take some time to develop, and may result in high customer dissatisfaction. Dealers are to replace the clutch assembly to repair this condition.

### **SERVICE PROCEDURE**

1. Replace the transmission clutch assembly. For additional information refer to Workshop Manual (WSM), Section 307-01.





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

January 2012

## Customer Satisfaction Program 11B31

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 11B31) for your vehicle, with the Vehicle Identification Number shown above.

**What is the issue?** On your vehicle, it may be possible that the automatic transmission clutch assembly was improperly balanced. An improperly balanced clutch can result in a vehicle vibration felt through the steering wheel and/or seat in Park, Neutral, and First gear. This vibration condition may be noticeable initially or could take some time to develop. If left uncorrected, this vibration could result in additional transmission damage.

**What will Ford and your dealer do?** In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to replace the automatic transmission clutch assembly free of charge (parts and labor) under the terms of this program. This Customer Satisfaction Program will be in effect until January 31, 2013, regardless of mileage. Coverage is automatically transferred to subsequent owners.

**How long will it take?** The time needed for this repair is approximately 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 11B31. 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](http://www.Fordowner.com) for dealer addresses, maps, and driving instructions.



**What should you do  
(continued)?**

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.

**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](http://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](http://www.fleet.ford.com).

Thank you for your attention to this important matter.

Ford Customer Service Division