



Michael A. Berardi
Director
Service Engineering Operations
Ford Customer Service Division

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

May 24, 2012

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: DELIVERY HOLD - Customer Satisfaction Program 12B38
Certain 2012 Model Year F-150 Vehicles Equipped With One-Touch Up Power Window Feature
Front Window Regulator Replacement

PROGRAM TERMS

This program will be in effect through June 28, 2013. There is no mileage limit for this program.

AFFECTED VEHICLES

Certain 2012 model year F-150 vehicles equipped with the One-Touch Up Power Window Feature built at the Dearborn Assembly Plant from March 22, 2012 through April 18, 2012, and Kansas City Assembly Plant from March 29, 2012 through April 18, 2012. 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 May 24, 2012.

REASON FOR THIS PROGRAM

In some of the affected vehicles, owners may experience a loss of function of the One-Touch Up Power Window Feature. The One-Touch Up feature becomes disabled when the accessory power is interrupted while the window is operating in One-Touch Up mode. When the One-Touch Up feature is disabled, standard power window operation continues to function.

SERVICE ACTION

Before delivering any of the vehicles involved in this program, dealers are to replace the window regulators in both front doors. 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 June 25, 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,

A handwritten signature in black ink, appearing to read "Michael A. Berardi". The signature is fluid and cursive, with a prominent initial "M".

Michael A. Berardi

DELIVERY HOLD - Customer Satisfaction Program 12B38

Certain 2012 Model Year F-150 Vehicles Equipped With One-Touch Up Power Window Feature
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OASIS ACTIVATED?

Yes, OASIS will be activated on May 24, 2012.

FSA VIN LIST ACTIVATED?

Yes, FSA VIN list will be available through <https://web.fsavinlists.dealerconnection.com> on May 24, 2012. Owner names and addresses will be available by June 7, 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.
- Use OASIS to identify any affected vehicles in your used vehicle inventory.

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.

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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

The use of rental vehicles is not authorized for this program.

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.
- PROGRAM TERMS: This program will be in effect through June 28, 2013. There is no mileage limit for this program.

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LABOR ALLOWANCES

Description	Labor Operation	Labor Time
Replace Both Front Door Window Regulators	12B38B	1.6 Hour(s)

PARTS REQUIREMENTS / ORDERING INFORMATION

Order your parts requirements through normal order processing channels.

Part Number	Description	Quantity
BL3Z-1523201-D	Window Regulator Assembly (LH)	1
BL3Z-1523200-E	Window Regulator Assembly (RH)	1

The DOR/COR number for this service action is 50471.

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

DEALER PRICE

For latest prices, refer to DOES II.

PARTS RETENTION AND RETURN

Affected Window Regulators are subject to random selection for return to the Ford Warranty Parts Analysis Center (WPAC). Refer to your daily PEARS (Parts Entry and Return System) register for part disposition and return instructions.

Follow the provisions of the Warranty and Policy Manual for "Parts Retention and Return Procedures."

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 F-150 VEHICLES EQUIPPED WITH ONE-TOUCH UP POWER WINDOW FEATURE — FRONT WINDOW REGULATOR REPLACEMENT

OVERVIEW

Owners may experience a loss of function of the One-Touch Up Power Window Feature. The One-Touch Up feature becomes disabled when the accessory power is interrupted while the window is operating in One-Touch Up mode. When the One-Touch Up feature is disabled, standard power window operation continues to function. Before delivering any of the vehicles involved in this program, dealers are to replace the window regulators in both front doors.

SERVICE PROCEDURE

1. Replace the RH and LH front window regulator assemblies. For additional information, refer to Workshop Manual (WSM), Section 501-11.





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

June 2012

Customer Satisfaction Program 12B38

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 12B38) for your vehicle, with the Vehicle Identification Number shown above.

- What is the issue?** Your vehicle may experience a loss of function of the "One-Touch Up" front window system feature. When this occurs, standard power window operation continues to function.
- What will Ford and your dealer do?** In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to replace the front window regulators free of charge (parts and labor) under the terms of this program.
This Customer Satisfaction Program will be in effect until June 28, 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 12B38. 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.
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. 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.

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