



Michael A. Berardi
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Ford Customer Service Division

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

August 22, 2013

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: **Customer Satisfaction Program 13B10**
Certain 2013 C-MAX Hybrid Vehicles
Fuel Economy Customer Satisfaction

REASON FOR THIS COMMUNICATION

To inform you that Ford Motor Company has made an official announcement concerning a change in the fuel economy labels on C-MAX Hybrid vehicles. Ford Motor Company will be sending a letter and a goodwill payment to all eligible owners of these vehicles. Although Ford will be sending these documents directly to owners, you may be contacted by a customer with questions.

REASON FOR THIS CUSTOMER SATISFACTION PROGRAM

For all affected vehicles, the Monroney Label (window sticker) applied at the factory reads 47 MPG city/47 MPG highway/47 MPG combined fuel economy. Working with the Environmental Protection Agency (EPA), we have decided to generate a revised label for the C-MAX Hybrid in order to better match its fuel economy label to its performance on EPA tests. The fuel economy numbers are being updated to 45 MPG city/40 MPG highway/43 MPG combined fuel economy.

PROGRAM TERMS

This program will be in effect through March 30, 2014. There is no mileage limit for this program.

AFFECTED VEHICLES

Certain C-MAX Hybrid vehicles built at the Michigan Assembly plant from Job #1 through August 17, 2013.

SERVICE ACTION

Although no action is required by the dealership, you may be contacted by your customers with questions.

The goodwill payment to customers is for the estimated average fuel cost of the difference between the two labels. Retail customers who bought their vehicle will receive \$550. Retail customers who leased their vehicle will receive \$325. It is estimated that all goodwill payments will be mailed by the end of September 2013. Should you receive an inquiry from a retail customer on the eligibility or status of their goodwill payment, you can check FMC360 for the latest information or direct them to contact the Customer Relationship Center at 1-800-392-3673 and press 4. Please note that goodwill payments to fleet customers will be handled directly by the Ford Fleet Sales team and will also be loaded into FMC360.

OASIS AND FSA VIN LIST

OASIS will be activated by August 30, 2013 and will be based on initial program eligibility.
FSA VIN lists will not be activated for this program.

QUESTIONS?

If your customers have further questions about the program, please direct them to contact the Customer Relationship Center at 1-800-392-3673 and press 4.

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