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December 6, 2016

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: Customer Satisfaction Program 16B46
Certain 2017 Model Year Fusion S and SE Vehicles
Missing All-Weather Floor Mats

PROGRAM TERMS

This program will be in effect through December 31, 2017. There is no mileage limit for this program.

AFFECTED VEHICLES

Vehicle	Model Year	Assembly Plant	Build Dates
Fusion	2017	Hermosillo	April 4, 2016 through August 25, 2016

Affected vehicles are identified in OASIS and FSA VIN Lists.

REASON FOR THIS PROGRAM

In the affected vehicles, it may be possible that the all-weather floor mats were not included with the vehicle as intended.

SERVICE ACTION

For in-stock units, dealers are to order the all-weather floor mats. For sold units, dealers are to use one of the following options, as selected by the customer, to complete this program.

Option 1: Provide all-weather floor mats to the original titled owner at no charge. For customer convenience, a shipping and handling allowance has been approved for customers who request the all-weather floor mats be shipped to their location (see "Claims Preparation and Submission" in Attachment I).

Option 2: Refund \$120 (plus applicable sales tax) to the original titled owner, using the following steps:

1. Submit a claim for the refund amount to close the program (see "Claims Preparation and Submission" in Attachment I).
2. Provide the refund plus tax to the original titled owner.

Important Note: The owner letter for this program will be mailed to original titled owners only. For sold units, dealers should only provide all-weather floor mats or refunds to customers in possession of the owner letter. In addition, all-weather floor mats or refunds to fleet customers should be discussed with and approved by the owner of the vehicle, which may not be the operator.

OWNER NOTIFICATION MAILING SCHEDULE

Owner letters are expected to be mailed the week of December 12, 2016.

ATTACHMENTS

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

QUESTIONS & ASSISTANCE

For questions and assistance, contact the Special Service Support Center (SSSC) via the SSSC Web Contact Site. The SSSC Web Contact Site can be accessed through the Professional Technician Society (PTS) website using the SSSC link listed at the bottom of the OASIS VIN report screen or listed under the SSSC tab.

Sincerely,



Michael A. Berardi

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OASIS ACTIVATION

OASIS will be activated on December 6, 2016.

FSA VIN LISTS ACTIVATION

FSA VIN Lists will be available through <https://web.fsavinlists.dealerconnection.com> on December 6, 2016. Owner names and addresses will be available by December 23, 2016.

NOTE: Your FSA VIN Lists 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.

SOLD VEHICLES

- Original titled owners of affected vehicles will be directed to dealers for repairs.
- Immediately contact any of your customers whose vehicles are not on your VIN list but are identified in OASIS only if they are original titled owners.
- Correct other affected vehicles identified in OASIS which are brought to your dealership if the original titled owner is in possession of the owner letter.

STOCK VEHICLES

- Correct all affected units in your new vehicle inventory before delivery by ordering the all-weather floor mats and placing them in the vehicle.

TITLE BRANDED / SALVAGED VEHICLES

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

ADDITIONAL REPAIR (LABOR TIME AND/OR PARTS)

Additional repairs identified as necessary to complete the FSA should be managed as follows:

- For vehicles within new vehicle bumper-to-bumper warranty coverage, follow existing warranty and policy guidelines for related damage claims. No SSSC approval is required for these vehicles:
 - Ford vehicles – 3 years or 36,000 miles

RENTAL VEHICLES

- The use of rental vehicles is not approved for this program.

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CLAIMS PREPARATION AND SUBMISSION

- Enter claims using Direct Warranty Entry (DWE) or One Warranty Solution (OWS).
 - DWE: refer to ACESII manual for claims preparation and submission information.
 - OWS: when entering claims in DMS software, select claim type 31: Field Service Action. The FSA number (16B46) is the sub code.
- **For original titled owners who choose a refund instead of receiving the all-weather floor mats:**
 - Claim Labor Operation **MTREFUND** – 0.1 Hrs. (**closes program**)
 - Submit refund amount of \$120 plus applicable sales tax on the same repair line (compensation for the missing all-weather floor mats).
 - Program Code: 16B46 - Misc. Expense: ADMIN
 - Misc. Expense: REFUND - Misc. Expense: 0.2 Hrs.
 - Not to be claimed with Labor Operation 16B46B
- **For original titled owners who choose to have the all-weather floor mats shipped to their location:**
 - Claim Labor Operation **MTAWMAT** – 0.1 Hrs. (**closes program**)
 - A shipping/handling allowance is being provided to compensate for ground shipping charges up to \$15.00. Submit on the same repair line along with the cost of the part.
 - Program Code: 16B46 - Misc. Expense: ADMIN
 - Misc. Expense: HANDLG - Misc. Expense: 0.2 Hrs.
 - Not to be claimed with Labor Operation 16B46B
- Additional labor and/or parts must be claimed as related damage on a separate repair line from the FSA.
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LABOR ALLOWANCES

Description	Labor Operation	Labor Time
Provide all-weather floor mats (includes time to install or place in trunk). NOTE: If installing all-weather floor mats, make sure to use the driver side mat retention feature to avoid interference with the accelerator pedal. Refer to the instructions included with the all-weather floor mats.	16B46B	0.3 Hours

PARTS REQUIREMENTS / ORDERING INFORMATION

Part Number	Description	Order Quantity
HS7Z-5413300-DA	All-Weather Floor Mats (includes front and rear mats)	1

The DOR/COR number for this program is 51065.

Order your parts requirements through normal order processing channels.

DEALER PRICE

For latest prices, refer to DOES II.

HANDLING ALLOWANCE

A shipping allowance of up to \$15.00 per repair is being provided for customers who request the all-weather floor mats be shipped to their location. See Claims Preparation and Submission information in Attachment I.

EXCESS STOCK RETURN

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