



THE LINCOLN MOTOR COMPANY

The Lincoln Motor Company
P. O. Box 1904
Dearborn, Michigan 48121

October, 2017

Customer Satisfaction Program 17B28
Programa de satisfacción del cliente 17B28

Mr. John Sample
123 Main Street
Anywhere, USA 12345

Your Vehicle Identification Number (VIN): 12345678901234567

At The Lincoln 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 with the VIN shown above.

Why are you receiving this notice? On your vehicle, the electronic throttle body may develop contamination.

What is the effect?



This may result in the vehicle entering a protective low-speed mode accompanied by illumination of the service engine soon indicator (shown to the left). In this mode, while engine power and vehicle speed are reduced, the power steering, power braking, lighting, and climate control systems remain fully functional.

What will Lincoln and your dealer do?

In the interest of customer satisfaction, The Lincoln Motor Company has authorized your dealer to replace the electronic throttle body free of charge (parts and labor) under the terms of this program.

This Customer Satisfaction Program will be in effect until September 30, 2018, 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 17B28. Provide the dealer with the VIN of your vehicle. The VIN is printed near your name at the beginning of this letter.

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

If you do not already have a servicing dealer, you can access www.Lincolnowner.com for dealer addresses, maps, and driving instructions.

The Lincoln 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.

NOTE: You can receive information about Recalls and Customer Satisfaction Programs through The Lincoln Way: Lincoln Owner App. The app can be downloaded through the App Store or Google Play. In addition there are other features such as reserving and paying for parking in certain locations and controlling certain functions on your vehicle (lock or unlock doors, remote start) if it is equipped to allow control.

Have you previously paid for this repair?

If you have previously paid for a repair that addresses the issue described in this letter, you still need to have this service action performed to ensure the correct parts were used.

If the previously paid for repair was performed before the date of this letter, you may be eligible for a refund. Refunds will only be provided for service related to electronic throttle body replacement. To verify eligibility and expedite reimbursement, give your paid original receipt to your dealer before **March 20, 2018**. To avoid delays, do not send receipts to The Lincoln Motor Company.

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 **Customer Relationship Center at 1-866-436-7332** and one of our representatives will be happy to assist you. If you wish to contact us through the Internet, our address is: www.Lincolnowner.com.

For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM (Eastern Time).

FLEET OWNERS: If you have questions or concerns, please contact our **Fleet Customer Information Center at 1-800-34-FLEET**, choose Option #3, and one of our representatives will be happy to assist you. If you wish to contact us through the Internet, our address is: www.fleet.ford.com.

Representatives are available Monday through Friday: 8:00AM - 8:00PM (Eastern Time).

Para asistencia en Español

Visite nuestro sitio web para ver este anuncio en Español al siguiente dirección: <https://es.owner.lincoln.com/recall>.

Si necesita ayuda o tiene alguna pregunta, por favor llame al Centro de Relación con Clientes al 1-866-436-7332 y presione 2 para Español.

Thank you for your attention to this important matter.

The Lincoln Motor Company