



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

June 2019

Application Performance Upgrade 19G01

Mr. John Sample  
123 Main Street  
Anywhere, USA 12345

Your Vehicle Identification Number (VIN): 12345678901234567

At Ford 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 you with a new engine block heater cord at no charge for your vehicle with the VIN shown above.

- Why are you receiving this notice?** Our records indicate that you have previously been notified of Ford Safety Recall 18S45 or 19S11 to disable the engine block heater cord on your vehicle due to a fire risk.
- What is the effect?** An upgraded block heater cord is now available and will be installed on your vehicle free of charge. If you previously brought your vehicle in for service under 18S45 or 19S11, please do so again to receive the upgraded cord. If you have not yet brought your vehicle in under 18S45 or 19S11, please do so now to have the upgraded cord installed.
- What will Ford and your dealer do?** In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to replace the engine block heater cord free of charge (parts and labor) under the terms of this program.  
This Customer Satisfaction Program does not have time or mileage limits. Coverage is automatically transferred to subsequent owners.
- How long will it take?** The time needed to install the engine block heater cord 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 to schedule a service appointment for program 19G01. Provide the dealer with the VIN of your vehicle. The VIN is printed near your name at the beginning of this letter.  
**Ford has not issued instructions to stop driving your vehicle;** however, Ford is instructing you not to use the engine block heater unless it has been replaced on or after June 12, 2019.

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.

**Please note: Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.**

NOTE: You can receive information about Recalls and Customer Satisfaction Programs through our FordPass 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.

**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 government regulations require that notification be sent to the last known owner of record. Our records are based primarily on state registration and title data, which 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 **Ford 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.Fordowner.com](http://www.Fordowner.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](http://www.fleet.ford.com).

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

Thank you for your attention to this important matter.

Ford Customer Service Division