



U.S. Department of Transportation  
**National Highway Traffic Safety  
Administration**

1200 New Jersey Avenue SE  
Washington, DC 20590

June 1, 2023

Mr. Adrian Diaz  
Assistant Engineering Director Automotive Safety Office  
Ford Motor Company  
330 Town Center Drive  
Suite 500/5024  
Dearborn, MI 48126

NEF-107DM  
23V-379

**Subject:** Incorrect Load Carrying Capacity/FMVSS 110

Dear Mr. Diaz:

This letter serves to acknowledge Ford Motor Company's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

**Makes/Models/Model Years:**

FORD/BRONCO/2022-2023  
FORD/F-250 SD/2023  
FORD/RANGER/2019-2023

**Mfr's Report Date:** May 26, 2023

**NHTSA Campaign Number:** 23V-379

**Components:**

EQUIPMENT:OTHER:LABELS

**Potential Number of Units Affected:** 29,607

**Problem Description:**

Ford Motor Company (Ford) is recalling certain 2022-2023 Bronco, 2023 Super Duty F-250, and 2019-2023 Ranger vehicles. The Tire and Loading Information (TREAD) label states the incorrect load carrying capacity, which can result in an overloaded vehicle. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 110, "Tire Selection and Rims."

**Consequence:**

An overloaded vehicle increases the risk of a crash.

**Remedy:**

Ford will mail a new TREAD label to install over the existing label, free of charge. Owners will also have the option to take their vehicle to a Ford or Lincoln dealer to have the new label installed, free of charge. Owner notification letters are expected to be mailed July 5, 2023. Owners may contact Ford customer service at 1-866-436-7332. Ford's number for this recall is 23C18.

**Notes:**

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to [www.nhtsa.gov](http://www.nhtsa.gov).

Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

As stated in 49 U.S.C. § 30118(f), submission of eight consecutive quarterly reports followed by three annual reports is required. As described in 573.7, submission of the first of eight consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter. The first of three consecutive annual status reports will be due on, or before, 1 year after the eighth quarterly report was submitted.

Ford Motor Company's contact for this recall will be DeMara Magruder who may be reached by email at [demara.magruder@dot.gov](mailto:demara.magruder@dot.gov). We look forward to working with you.

Sincerely,



Alex Ansley  
Chief, Recall Management Division  
Office of Defects Investigation  
Enforcement