



David J. Johnson  
Director  
Service Engineering Operations  
Ford Customer Service Division

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

May 06, 2020

**TO:** All U.S. Ford and Lincoln Dealers

**SUBJECT:** **Customer Satisfaction Program 19B37 - Supplement #3**  
Certain 2017-2019 Model Year Fusion and Escape Vehicles Equipped with a 1.5L  
GTDI Engine - Powertrain Control Module Reprogramming

**REF:** **Customer Satisfaction Program 19B37 – Supplement #2**  
Dated February 27, 2020

**New! REASON FOR THIS SUPPLEMENT**

- **Service Action:** All dealers should have received the 19B37 Dongle.
- **Non-Traditional Repair Approaches:** Effective May 6, 2020, added dealer allowance can be claimed for mobile repairs and pick-up and delivery services.
- **Labor Allowances:** Added labor operation for mobile repairs or pick-up and delivery services.
- **Attachment III:** Added effects of low battery voltage during reprogramming with the Dongle.
- **Attachment V:** 19B37 Dongle Additional Information and Mobile Repair Recommendations.
- **Attachment VI:** 19B37 Mobile Repair / Vehicle Pick-Up and Delivery Record.

**PROGRAM TERMS**

This program will be in effect through June 30, 2021. There is no mileage limit for this program.

**URGENCY**

We recommend dealers utilize their FSA VIN Lists name and address (available on January 31, 2020) to contact customers with affected vehicles. This will help minimize the number of vehicles that may exhibit coolant intrusion into the cylinder bores, which may require a more extensive repair.

**AFFECTED VEHICLES**

Vehicle	Model Year	Assembly Plant	Build Dates
Escape	2017-2019	Louisville	September 17, 2015 through April 8, 2019
Fusion	2017	Flat Rock	October 1, 2015 through October 16, 2015
Fusion	2017-2019	Hermosillo	October 6, 2015 through June 10, 2019

Affected vehicles are identified in OASIS and FSA VIN Lists.

**REASON FOR THIS PROGRAM**

Some of the affected vehicles may exhibit coolant intrusion into the cylinder bores. Customer symptoms include coolant loss, excessive tailpipe smoke, or illuminated malfunction indicator lights (MIL) due to engine misfire. Over time, this condition may damage the engine, requiring replacement of the engine short block.

## **New!** SERVICE ACTION

Dealers are to reprogram the Powertrain Control Module (PCM) using either the 19B37 dongle service tool or the Integrated Diagnostic Software (IDS) release 116.04 or higher. The new PCM calibration will improve cooling and reduce the potential for coolant intrusion into the cylinders by operating the external coolant pump for a period of time following engine shut down. This service must be performed on all affected vehicles at no charge to the vehicle owner.

**Note:** The dongle service tool is intended to address service capacity constraints for dealers and allows an efficient repair for customers because neither IDS nor a service bay is required.

- The 19B37-specific dongle is hard coded with the same programming available from IDS release R116.04, and the programming cannot be changed.
- Shipment of dongles began the week of February 17, 2020.
- *All dealers should have received the 19B37 Dongle.*
- Dealers may request additional dongles from the SSSC as needed.

## **OWNER NOTIFICATION MAILING SCHEDULE**

Owner letters were mailed the week of January 13, 2020. Owner letters for the additional 2019 Fusion population were mailed the week of February 4, 2020. Dealers should repair any affected vehicles that arrive at their dealerships, whether or not the customer has received a letter.

## **ATTACHMENTS**

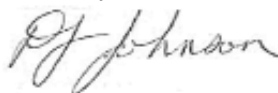
<i>Attachment I:</i>	<i>Administrative Information</i>
<i>Attachment II:</i>	<i>Labor Allowances and Parts Ordering Information</i>
<i>Attachment III:</i>	<i>Technical Information</i>
<i>Attachment IV:</i>	<a href="#"><u>Service Advisor to Customer Interaction Video Link</u></a>
<i>Attachment V:</i>	<i>19B37 Dongle Additional Information and Mobile Repair Recommendations</i>
<i>Attachment VI:</i>	<i>19B37 Vehicle Pick-up and Delivery Record.</i>

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,



David J. Johnson

**Customer Satisfaction Program 19B37 – Supplement #3**  
Certain 2017-2019 Model Year Fusion and Escape Vehicles Equipped with a 1.5L GTDI Engine  
Powertrain Control Module Reprogramming

**OASIS ACTIVATION**

OASIS was activated on December 12, 2019. The Supplement #1 additional 2019 Fusion VIN population was activated by January 21, 2020.

**FSA VIN LISTS ACTIVATION**

FSA VIN Lists were available through <https://web.fsavinlists.dealerconnection.com> on December 12, 2019. The Supplement #1 additional population FSA VIN Lists were available on January 21, 2019. Owner names and addresses were available by January 31, 2020.

**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**

- Use OASIS to verify affected VINs, as certain 2019 Fusion vehicles were added to this program.
- Owners of affected vehicles will be directed to dealers for repairs.
- Immediately contact any of your affected customers whose vehicles are not on your VIN list but are identified in OASIS. Give the customer a copy of the Owner Notification Letter (when available) and schedule a service date.
- Correct other affected vehicles identified in OASIS which are brought to your dealership.
- Dealers are to prioritize repairs of customer vehicles over repairs of new and used vehicle inventory.

**STOCK VEHICLES**

- Use OASIS to verify affected VINs, as certain 2019 Fusion vehicles were added to this program.
- Correct all affected units in your new vehicle inventory before delivery.
- Use OASIS to identify any affected vehicles in your used vehicle inventory.

**TITLE BRANDED / SALVAGED VEHICLES**

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

**OWNER REFUNDS**

- Ford Motor Company is offering a refund for owner-paid repairs covered by this program if the repair was performed before the date of the Owner Notification Letter. This refund offer expires **July 31, 2020**.
- Dealers are also pre-approved to refund owner-paid emergency repairs that were performed away from an authorized servicing dealer after the date of the Owner Notification Letter. Non-covered repairs, or those judged by Ford to be excessive, will not be reimbursed.
- Refunds will only be provided for the cost associated with an engine short block and/or head gasket replacement due to coolant intrusion into the cylinder bores.

**Customer Satisfaction Program 19B37 – Supplement #3**  
Certain 2017-2019 Model Year Fusion and Escape Vehicles Equipped with a 1.5L GTDI Engine  
Powertrain Control Module Reprogramming

**New!** **NON-TRADITIONAL REPAIR APPROACHES**

**IMPORTANT:** The 19B37 dongle process should not be used if coolant intrusion symptoms including a malfunction indicator lamp (MIL) are present. Refer to the Attachment III Technical Information for more detail.

The 19B37-specific dongle service tool is designed to reduce service department capacity constraints and provide affected vehicle owners with an improved customer experience. Dealers are encouraged to utilize non-traditional repair strategies such as those listed below, as well as remain creative and flexible to take advantage of this fast and convenient tool.

**NOTE:** When utilizing the 19B37 dongle re-flash process, technician time recording requirements as specified in the Warranty and Policy Manual **are not required**. Claims without recording technician time will be accepted.

- **19B37 DONGLE RE-FLASH VIDEO:** Illustrates the convenience, simplicity and speed at which this service action can be performed by anyone in the dealership, in any location.
- **WORK AREAS, EMPLOYEES:** A service bay is not required. The dongle re-flash process takes less than 10 minutes and can be performed anywhere, by any dealership employee.  
A trained technician is not required to reprogram the PCM with the dongle process.
- **MOBILE REPAIRS:** Mobile repairs are approved and encouraged for this action. By offering mobile repair services, dealers can:
  - Increase customer base by reaching customers that may otherwise not do business with the dealership.
  - Improve customer satisfaction by offering a more convenient and timely service solution.
  - Free up service department space to accommodate retail work.
  - Conveniently service affected fleets.
  - *Effective May 06, 2020, dealers are eligible to claim one-half labor hour per repair to cover costs associated with completing a mobile repair.*
  - *Dealers must retain a Mobil Repair Record with the repair order documentation. Refer to the Claims Preparation and Submission section and Attachment VI for details.*
  - *Dealers are encouraged to combine multiple repairs on the same trip for efficiencies.*
- **VEHICLE PICK-UP AND DELIVERY**
  - *Effective May 06, 2020, dealers are authorized to claim one-half labor hour per repair for vehicle pick-up and delivery services.*
  - *Dealers must retain a Vehicle Pick-up and Delivery Record with the repair order documentation. Refer to the Claims Preparation and Submission section and Attachment VI for details.*

**RENTAL VEHICLES**

Rental vehicles are not approved for this program.

**Customer Satisfaction Program 19B37 – Supplement #3**  
Certain 2017-2019 Model Year Fusion and Escape Vehicles Equipped with a 1.5L GTDI Engine  
Powertrain Control Module Reprogramming

**ADDITIONAL REPAIR (LABOR TIME AND/OR PARTS)**

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

- For related damage and access time requirements, refer to the Warranty and Policy Manual / Section 6 – Ford & Lincoln Program Policies / General Information & Special Circumstances for FSA's / Related Damage.
- For vehicles within new vehicle powertrain warranty coverage, no SSSC approval is required, although related damage must be on a separate repair line with the "Related Damage" radio button checked.
  - Ford vehicles – 5 years or 60,000 miles
- For vehicles outside new vehicle bumper-to-bumper warranty coverage, submit an Approval Request to the SSSC Web Contact Site prior to completing the repair.

**CLAIMS PREPARATION AND SUBMISSION**

- **Claim Entry:** Enter claims using Dealer Management System (DMS) or One Warranty Solution (OWS) online.
  - When entering claims, select claim type 31: Field Service Action. The FSA number (19B37) is the sub code.
  - For additional claims preparation and submission information, refer to the Recall and Customer Satisfaction Program (CSP) Repairs in the OWS User Guide.
- **Related Damage/Additional labor and/or parts:** Must be claimed as Related Damage on a separate repair line from the FSA with same claim type and sub code as described in Claim Entry above.

**IMPORTANT:** Click the Related Damage Indicator radio button.

- **Special Allowances**
  - *All Special Allowances must be claimed on the same RO line as the repair.*
  - *Mobile repair allowances can be claimed for dealer-performed mobile repairs. Dealers that are working with Ford-contracted mobile repair companies should refer to those companies for claiming instructions.*
  - *For dealer-performed mobile repairs and/or dealer pick-up and delivery, retain a copy of the Service Management signed record (see Attachment VI), with the repair order documentation.*
  - *Claim the mobile repair or vehicle pick-up and delivery allowance Labor Operation Code 19B37D along with the applicable Labor Operation Code for the repair (refer to the Labor Allowances table in Attachment II).*
- **Refunds:** Submit refunds on a separate repair line.
  - Program Code: 19B37                      - Misc. Expense: ADMIN
  - Misc. Expense: REFUND                  - Misc. Expense: 0.2 Hrs.
  - Multiple refunds should be submitted on one repair line and the invoice details for each repair should be detailed in the comments section of the claim.

**Customer Satisfaction Program 19B37 – Supplement #3**

Certain 2017-2019 Model Year Fusion and Escape Vehicles Equipped with a 1.5L GTDI Engine  
Powertrain Control Module Reprogramming

**LABOR ALLOWANCES**

<b>Description</b>	<b>Labor Operation</b>	<b>Labor Time</b>
Reprogram the PCM and clear DTCs using IDS release 116.04 or higher	19B37B	0.3 Hours
Reprogram the PCM using the 19B37 Dongle tool / process	19B37C	0.2 Hours
<i>Mobile Repair or Vehicle Pick-up and Delivery Allowance – Claim with applicable repair labor operation above. For all 19B37 reprogramming repairs. NOTE: This allowance is for dealer-performed mobile repairs or vehicles pick-up/delivery for dealership repairs only.</i>	<i>19B37D</i>	<i>0.5 Hours</i>

**PARTS REQUIREMENTS / ORDERING INFORMATION**

Parts are not required to complete this repair.

## CERTAIN 2017-2019 MODEL YEAR ESCAPE AND FUSION VEHICLES EQUIPPED WITH A 1.5L GTDI ENGINE — POWERTRAIN CONTROL MODULE (PCM) REPROGRAMMING

### SERVICE PROCEDURE

#### Module Reprogramming

**NOTE:** All vehicles are to have the PCM reprogrammed regardless of symptoms.

**NEW ! NOTE:** For 19B37 there is now a Dongle tool available to improve PCM reprogramming efficiencies in addition to Integrated Diagnostic Software (IDS). The Dongle process does not require the use of a shop bay or a battery charger. *However, a low battery voltage during PCM reprogramming may cause a programing interruption fault disabling the vehicle.*

1. Is there a customer complaint of coolant issues, an illuminated Malfunction Indicator Lamp (MIL) or vehicle runs rough?

Yes - Proceed to Step 8 for further diagnosis with IDS and Technical Service Bulletin (TSB) 20-2100.

No - Continue to Step 2 if Dongle tool is available. Otherwise proceed to Step 8.

#### Dongle Process for Module Reprogramming

2. Turn vehicle ignition to the key-on position.

3. Connect the Dongle to the diagnostic OBDII port. See Figure 1 and Table 1.

- If STS LED flashes RED/GREEN with a buzzer pulse – return to Step 2.

4. STS LED flashing GREEN indicates process is working.

5. Error states to resolve with Ford IDS as follows:

- STS LED flashes RED and buzzer on continuous indicates PCM software is not covered with Dongle.
- STS LED solid RED and buzzer on continuous indicates PCM programming failed.
- LNK LED solid YELLOW with continuous tone indicates specific 19B37 DTC is present.

6. STS LED solid GREEN and single beep tone (half a second) indicates PCM reprogram was successful.

**NOTE:** All codes including DTC's will be cleared during the reprogram.

7. Remove the Dongle from vehicle.








**NOTE:** Advise the customer that this vehicle is equipped with an adaptive transmission shift strategy which allows the vehicle's computer to learn the transmission's unique parameters and improve shift quality. When the adaptive strategy is reset, the computer will begin a re-learning process. This re-learning process may result in firmer than normal upshifts and downshifts for several days.





FIGURE 1

Dongle Status

	LED	Sound	Status	Action
PWR	 Solid Red	—	Dongle has Power	Continue
STS	 Flash Red/Green	Pulse Buzz	Key off	Turn ignition key on
STS	 Flash Green	—	In process	Stand by
STS	 Flash Red	Continuous Buzz	Not compatible	Use IDS
STS	 Solid Red	Continuous Buzz	Failed Programing	Use IDS
LNK	 Solid Yellow	Continuous Tone	DTC Present, cannot program	Use IDS
STS	 Solid Green	Single Beep Tone	Success	Unplug Dongle

1991B

TABLE 1





## Integrated Diagnostic Software (IDS) for Module Reprogramming

**NOTE:** All vehicles are to have the PCM reprogrammed regardless of symptoms.

8. Using the Integrated Diagnostic Software (IDS), check the Powertrain Control Module (PCM) for DTC's. Are any of the following DTC's present in the PCM P0300-P0304, P0316, P0217, P1285 and/or P1299?

Yes - Please refer to Technical Service Bulletin (TSB) 20-2100 for further diagnostics. Once DTC's and/or coolant intrusion concerns are resolved, continue to Step 9.

No - Proceed directly to Step 9, if there is no coolant intrusion evidence as described.

**NOTE:** If any other DTC's are present in the PCM and the engine light is illuminated, record them on the repair order and advise the customer that this update will not repair these issues and that the DTC's will be cleared but will return again after this update.

9. Connect a battery charger to the 12 volt battery.

**NOTE:** Verify that the negative cable of the charger is installed on a chassis or engine ground, and not the 12 volt battery negative terminal to prevent the battery saver mode from activating on the vehicle.

**NOTE:** Make sure the Integrated Diagnostic Software (IDS) computer does not enter sleep mode during programming.

10. Reprogram the Powertrain Control Module (PCM) using the latest IDS release. Make sure you are connected to the Internet prior to reprogramming.

**NOTE:** Calibration files may also be obtained at [www.motorcraftservice.com](http://www.motorcraftservice.com).

**NOTE:** Follow the IDS on-screen instructions to complete the reprogramming procedure.

11. Clear all Diagnostic Trouble Codes (DTC's).

12. Disconnect the battery charger from the 12 volt battery once the reprogramming has completed.

**NOTE:** Advise the customer that this vehicle is equipped with an adaptive transmission shift strategy which allows the vehicle's computer to learn the transmission's unique parameters and improve shift quality. When the adaptive strategy is reset, the computer will begin a re-learning process. This re-learning process may result in firmer than normal upshifts and downshifts for several days.



## Important Information for Module Programming

**NOTE:** When programming or reprogramming a module, use the following basic checks to ensure programming completes without errors.

- Make sure the 12V battery is fully charged before carrying out the programming steps and connect IDS/scan tool to a power source.
- Inspect Vehicle Communication Module (VCM) and cables for any damage. Make sure scan tool connections are not interrupted during programming.
- A hardwired connection is strongly recommended.
- Turn off all unnecessary accessories (radio, heated/cooled seats, headlamps, interior lamps, HVAC system, etc.) and close doors.
- Disconnect/depower any aftermarket accessories (remote start, alarm, power inverter, CB radio, etc.).
- Follow all scan tool on-screen instructions carefully.
- Disable IDS/scan tool sleep mode, screensaver, hibernation modes.
- Create all sessions key on engine off (KOEO). Starting the vehicle before creating a session will cause errors within the programming inhale process.

## Recovering a module when programming has resulted in a blank module: **NEVER DELETE THE ORIGINAL SESSION!**

- a. Obtain the original IDS that was used when the programming error occurred during module reprogramming (MR) or programmable module installation (PMI).
- b. Disconnect the VCM from the data link connector (DLC) and the IDS.
- c. Reconnect the VCM to IDS and then connect to the DLC. Once reconnected, the VCM icon should appear in the corner of the IDS screen. If it does not, troubleshoot the IDS to VCM connection.
- d. Locate the original vehicle session when programming failed. This should be the last session used in most cases. If not, use the session created on the date that the programming failed.

**NOTE:** If the original session is not listed in the previous session list, click the Recycle Bin icon at the lower right of the previous session screen. This loads any deleted sessions and allows you to look through them. Double-click the session to restore it.

- e. Once the session is loaded, the failed process should resume automatically.
- f. If programming does not resume automatically, proceed to the Module Programming menu and select the previously attempted process, PMI or MR.
- g. Follow all on-screen prompts/instructions.
- h. The last screen on the IDS may list additional steps required to complete the programming process. Make sure all applicable steps listed on the screen are followed in order.





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

January 2020

Customer Satisfaction Program 19B37

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 a no-charge Customer Satisfaction Program for your vehicle with the VIN shown above.

- Why are you receiving this notice?** On your vehicle, it may be possible for coolant to intrude into the cylinder bores.
- What is the effect?** Coolant intrusion into the cylinder bores can lead to coolant loss, excessive tailpipe smoke, or illuminated malfunction indicator lights (MIL) due to engine misfire and could potentially lead to engine damage.
- What will Ford and your dealer do?** In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to reprogram the powertrain control module with a new software calibration to improve engine cooling and reduce the potential for coolant intrusion into the cylinders free of charge (parts and labor) under the terms of this program.  
This Customer Satisfaction Program will be in effect until June 30, 2021 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 to schedule a service appointment for Customer Satisfaction Program 19B37. Provide the dealer with your VIN, which is printed near your name at the beginning of this letter.  
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.

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

Ford 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. Ford Motor Company can deny coverage for any vehicle damage that may result from the failure to have this service action performed on a timely basis. Therefore, please have this service action performed as soon as possible.

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.

**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 procedures 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 1.5L engine block assembly and/or head gasket replacement. To verify eligibility and expedite reimbursement, give your paid original receipt to your dealer before **June 30, 2020**. To avoid delays, do not send receipts to Ford 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 **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

**This quick, FREE update can help prevent extensive engine damage.**



**Please call your local Ford dealer today to schedule an appointment for Customer Satisfaction Program 19B37.**



**Protect your investment with this FREE update.**

In the interest of customer satisfaction, Ford Motor Company has authorized your dealer to update the powertrain control module software in your vehicle **at no cost to you.**

This software update can reduce the potential for coolant to intrude into your engine's cylinder bores, which can lead to engine damage.

The update takes less than one hour to complete and is available for a limited time. Please call your local Ford dealer today to schedule an appointment for this **FREE** software update under Customer Satisfaction Program 19B37.

**Proteja su inversión con esta actualización GRATIS.**

En beneficio de la satisfacción del cliente, Ford Motor Company ha autorizado a su distribuidor a actualizar el software del módulo de control del tren motriz de su vehículo **sin costo para usted.**

Esta actualización del software puede reducir la probabilidad de que ingrese refrigerante en los cilindros del motor, lo que podría provocar daños en el motor.

La actualización demora menos de una hora y está disponible por tiempo limitado. Llame a su distribuidor Ford local hoy mismo para programar una cita de servicio para esta actualización del software **GRATIS** para realizar el Programa de satisfacción del cliente 19B37.



P. O. Box 1904  
Dearborn, Michigan 48121



JOHN SAMPLE  
123 MAIN STREET  
ANYWHERE, USA 12345

**Customer Satisfaction Program 19B37**

2018 Escape - VIN: 1234567891234567

**This quick, FREE update can help prevent extensive engine damage.**



**Please call your local Ford dealer today to schedule an appointment for Customer Satisfaction Program 19B37.**



# Protect your investment with this FREE update.

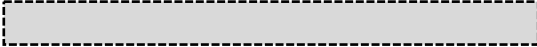
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P. O. Box 1904  
Dearborn, Michigan 48121



JOHN SAMPLE  
123 MAIN STREET  
ANYWHERE, USA 12345

## Proteja su inversión con esta actualización GRATIS.

En beneficio de la satisfacción del cliente, Ford Motor Company ha autorizado a su distribuidor a actualizar el software del módulo de control del tren motriz de su vehículo **sin costo para usted.**

Esta actualización del software puede reducir la probabilidad de que ingrese refrigerante en los cilindros del motor, lo que podría provocar daños en el motor.

La actualización demora menos de una hora y está disponible por tiempo limitado. Llame a su distribuidor Ford local hoy mismo para programar una cita de servicio para esta actualización del software **GRATIS** para realizar el Programa de satisfacción del cliente 19B37.

### Customer Satisfaction Program 19B37

2018 Fusion - VIN: 1234567891234567



**Customer Satisfaction Program 19B37 – Supplement #3**

Certain 2017-2019 Model Year Fusion and Escape Vehicles Equipped with a 1.5L GTDI Engine  
Powertrain Control Module Reprogramming

**19B37 Dongle Additional Information**

**IMPORTANT: The 19B37 dongle process should not be used if coolant intrusion symptoms including a malfunction indicator lamp (MIL) are present. Refer to the Attachment III Technical Information for more detail.**

Before reprogramming the vehicle:

- Refer to Attachment III Technical Instruction first.
- Confirm with customer about the condition of their vehicle (dash lights/battery issues/signs of coolant issues, etc.).

Common issues that may cause vehicle programming with the Dongle to fail:

- Low battery: Vehicle has been sitting unused for an extended period of time.
- Programming is interrupted.
- Key turned off too soon.
- Dongle unplugged too soon.
- Dongle bumped during programming.

**Mobil Repair Recommendations with the 19B37 Dongle**

- Confirm condition of customer's vehicle before traveling to determine if mobile repair is feasible.
- Service Manager Signature – mobile repair record (see Attachment IV).
- Majority of vehicles can be reprogrammed with the Dongle without issue\*  
\*Note exception conditions previously given, see Attachment III Technical Instructions.
- Check OASIS prior to going to the customer's home or business to confirm if any other outstanding FSA needs to be completed.
- Transportation – due to the simplicity of these repairs, a specialty vehicle is not required.
- Printed Technical Instructions.
- Printed Repair/Work Order or any other necessary documentation as customer copy(s)
  - Documents could also be emailed to the customer.
- Battery charger jump pack to charge vehicle if needed.
- Charged cell phone.
- Charged Laptop.
- IDS (backup only).
- Shirt/uniform and vehicle graphic with dealership or Ford logos are recommended.

**QUESTIONS & ASSISTANCE**

- For questions and assistance, contact the Special Service Support Center (SSSC) via the SSSC Web Contact Site. Work with Dealership warranty administrator to create a SSSC contact ID#.
- Once an SSSC agent responds to the new contact ID#, you may opt to call the SSSC hotline: (800) 325-5621.



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

Mr. John Sample  
123 Main Street  
Anywhere, USA 12345

May 2020

Your Vehicle Identification Number (VIN): 12345678912345678

## AN IMPORTANT UPDATE IS REQUIRED FOR YOUR VEHICLE.

Second reminder: Your vehicle is at risk of having coolant intrude into the engine cylinder bores. This can cause coolant loss, excessive tailpipe smoke, malfunction indicator lights due to engine misfires, and potentially lead to major engine damage.

A free software update is required to improve engine cooling and reduce these potential concerns.

This free repair can take as little as 10 minutes to complete.



10 Min.

Special service options may be available for free to assist you with getting this repair completed without leaving your home\*

- Mobile repair at the vehicle's location
- Vehicle pick-up and delivery

*\*confirm availability with your local Ford dealership*



Please call your local Ford dealer today to schedule an appointment for Customer Satisfaction Program 19B37.

To find a Ford dealer near you, visit [Ford.com/Dealerships](https://www.ford.com/dealerships).

Ford dealerships have implemented enhanced protocols to ensure both your safety and the safety of our dealership employees. This includes specific procedures for cleaning and disinfecting customer vehicles before and after each vehicle is serviced. In most places, vehicle service has been deemed a critical service.

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.

Thank you for your attention to this important matter.

Ford Customer Service Division