



Stacy L. Balzer
Operating Director
Service Engineering Operations
Ford Customer Service Division

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

September 18, 2023

TO: All U.S. Ford Dealers

SUBJECT: Special Field Action 23L01
Certain 2023 Model Year Mustang Vehicles with California Special Package
Floor Mat Shortage

AFFECTED VEHICLES

| Vehicle | Model Year | Assembly Plant | Build Dates |
|---------|------------|----------------|--|
| Mustang | 2023 | Flat Rock | January 24, 2023 through April 4, 2023 |

US population of affected vehicles: 302. Affected vehicles are identified in OASIS and FSA VIN Lists.

REASON FOR THIS ACTION

Certain Mustang vehicles with the California Special package were produced, shipped from the assembly plant, and sold to customers with other carpeted floor mats than what were originally ordered.

SERVICE ACTION

Dealers are to direct owners of California Special logo vehicles to the company's refund website, fordownershpcare.com to receive compensation for the difference between the floor mats received and the floor mats expected. This service will be offered on all affected vehicles at no charge to the vehicle owner. Owners will receive \$150 in compensation after registering on the website. Each owner will have an individual QR code in their owner letter to access the website. Alternatively, the owner can enter a PIN to access the website. Contact the SSSC to obtain the PIN for a specific VIN.

OWNER NOTIFICATION MAILING SCHEDULE

Owner Letters are expected to be mailed the week of October 9, 2023.

EXPIRATION DATE

This program has an expiration date of September 30, 2024.

ATTACHMENTS

- Administrative Information
- Owner Notification Letters

QUESTIONS & ASSISTANCE

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

Sincerely,

A handwritten signature in black ink that reads "Stacy L. Balzer". The signature is written in a cursive style with a large, stylized 'S' and 'B'.

Stacy L. Balzer

Special Field Action 23L01

MOBILE SERVICE REPAIR ASSESSMENT LEVEL

 - Not a Mobile Service Repair

OASIS ACTIVATION

OASIS will be activated on September 13, 2023

FSA VIN LISTS ACTIVATION

FSA VIN Lists will be available through <https://web.fsavinlists.dealerconnection.com> on September 13, 2023. Owner names and addresses will be available by October 20, 2023.

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

- Notify owners of affected vehicles identified in OASIS which are brought to your dealership.

STOCK VEHICLES

- Should any new vehicle be sold within this FSA period, contact the SSSC via the SSSC Web Contact Site to process the refund.

BRANDED / SALVAGED TITLE VEHICLES

Affected branded / salvaged title vehicles are eligible for this Field Service Action.



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

October 2023

Special Field Action 23L01

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 \$150.00 credit for your vehicle with the VIN shown above.

What is the issue? You paid for a vehicle with California Special Edition logo stitched floor mats that were not available at the time of manufacture. The floor mats installed in your vehicle do not have the California Special Edition logo stitching but are otherwise the same premium floor mats intended for this vehicle.

What will Ford and your dealer do? Ford is providing a \$150.00 reimbursement to customers who did not receive the premium stitched floormats.

This offer will be in effect until September 30, 2024, regardless of mileage.

What should you do? Please visit fordownershipcare.com to participate in the program. You can register or scan the QR code below with your mobile device to start the claim process. This letter lists a PIN you can use to access the reimbursement website. Please keep this document until the process is complete.

What if you no longer own this vehicle? This program is only applicable to the original purchaser or lessee of the vehicle, regardless of whether they still own the vehicle. You received this notice because our records, which are based primarily on state registration and title data, indicate you are the original owner.

If you are not the original owner of this vehicle and have their address, please forward this letter to the original owner.

Can we assist you further? 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: ford.com/support.

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

**Can we assist you further?
(Continued)**

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

Representatives are available Monday through Friday: 7:00AM - 11:00PM and Saturday 7:00AM – 5:00PM (Eastern Time).

Personal Identification Number (PIN)

<1A2B3C4D>

QR code for direct link to the compensation website:



Thank you for your attention to this important matter.

Sincerely,

Ford Customer Service Division