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Frank M. Ligon
Director
Service Engineering Operations
Ford Customer Service Division

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

September 12, 2005

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

SUBJECT: Customer Satisfaction Program 05B31 – INFORMATION ONLY
Certain 1995 through 2006 Lincoln Town Car with Limo Prep Package
Limo Package Upgrade Kit Offering

PROGRAM TERMS

THIS BULLETIN IS BEING POSTED FOR DEALER INFORMATION ONLY. There is no action required of dealers to administer this Customer Satisfaction Program. This program will be in effect until March 15, 2006. There is no mileage restriction on this program.

AFFECTED VEHICLES

Certain 1995 through 2006 Lincoln Town Car vehicles built at the Wixom Assembly Plant from September 12, 1994 through September 5, 2005, equipped with the Limo Prep Package. Affected vehicles are not identified in OASIS.

REASON FOR THIS PROGRAM

In all of the affected vehicles, Ford has determined that there is a possibility that during a high speed / high energy rear collision, certain components have an increased risk of puncturing the fuel tank. The increased risk is due to the added weight and stiffness of a Town Car stretch limousine. There is no defect of any component or system in these vehicles and they meet or exceed all federal standards. This action is being taken to enhance the rear collision impact performance of the Town Car stretch limousine.

SERVICE ACTION

No further action is required of dealers. Upon vehicle owner request, Ford Motor Company will provide a Shield Kit at no charge directly to the owner. The owner of the vehicle will be responsible for installation of the kit.

Beginning in September 2005, this same kit will be included with the vehicle as shipped from the assembly plant. The shield kit that will be provided contains the same components used on the Crown Victoria Police Interceptor.

OWNER NOTIFICATION MAILING SCHEDULE

A letter will be mailed to affected owners notifying them of this Customer Satisfaction Program by mid September. The customer letter will direct the customer to call a toll free number to order a free upgrade kit. The letter will also state that installation of the kit is the customer's responsibility.

ATTACHMENTS

Customer Notification Letter

QUESTIONS?

Special Service Support Center (Dealer only) questions: 1-800-325-5621
Owner questions: 1-800-248-0186

Sincerely,

Frank M. Ligon

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

September 2005

Mr. John Sample
123 Main Street
Anywhere, USA 12345

Your Vehicle Identification Number: 12345678901234567

At Ford Motor Company, it has been our goal for more than 100 years to provide customers with high-quality, dependable products. In order to maintain these standards, Ford Motor Company is providing a no-charge Customer Satisfaction Program (Program Number 05B31) to owners of certain 1995 through 2006 Lincoln Town Car vehicles equipped with the Limo Prep Package.

What is the issue?

Although there is no defect with your vehicle, Ford is providing an optional shield kit to enhance the rear collision performance of your vehicle. Due to the increased weight and stiffness of the Town Car stretch limousine, there is an increased chance that the fuel tank may be punctured in a high speed/high energy rear collision. Your vehicle meets or exceeds all current Federal Motor Vehicle Safety Standards requirements as shipped from Ford Motor Company.

What will Ford do?

Ford Motor Company will provide an upgrade kit, free of charge under the terms of this program. You will be responsible for the installation of the kit. The upgrade kit contains the same axle shields and fuel tank strap shields that are being used on the Ford Crown Victoria Police Interceptor vehicles. This Customer Satisfaction Program will be in effect until March 31, 2006, regardless of mileage. Coverage is automatically transferred to subsequent owners.

What are we asking you to do?

Ford recommends that you order a no-charge upgrade kit and install it on your vehicle. To order a kit, or if you have any questions, please call toll-free 1-800-248-0186. Representatives are available 7:30AM to 7:30PM Monday through Friday, and 7:45AM to 3:00PM on Saturday (Eastern Time Zone).

Please have this letter with you when you call. The Ford representative will ask for the Vehicle Identification Number (VIN) of your vehicle(s) and the shipping address for kit delivery. The VIN is printed near your name at the beginning of this letter.

**Have you changed
your address or sold
the vehicle?**

If so, please fill out the enclosed prepaid postcard and mail it to us so we can update our records. If you have sold the vehicle, the information you provide on the postcard will be used to notify the new owner about this program.

Thank you for your attention to this important matter.

Sincerely,

Frank M. Ligon

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Director
Service Engineering Operations