



Mr. John Sample
123 Main Street
Anywhere, USA 12345

April 2004

Attached is a letter announcing the details of a no-charge program Ford Motor Company will be conducting concerning your vehicle's fuel pump. We have found that some 1999 through 2002 Mercury Cougar vehicles may experience symptoms of engine hesitation, loss of power, surging and other similar symptoms as a result of progressive contamination of the fuel pump.

To address this issue, Ford is developing a new design fuel pump, which we expect to have available by late May, 2004. Until the new design pump is available, we recommend the following:

CURRENT VEHICLE PERFORMANCE	RECOMMENDED ACTION
Your Cougar has none of the symptoms described above.	No action required at this time. Keep attached letter.
Your Cougar demonstrates mild to moderate levels of the symptoms described above.	Wait until late May when the new design pump is available. See below for operating recommendations.
Your Cougar clearly demonstrates repeated power loss, stalling or near stalling events.	Call your dealer promptly for a service appointment and to determine availability of an interim part.

You may reduce the likelihood of the symptoms occurring by keeping your fuel tank at least half full. If the symptoms do occur, easing off the accelerator will reduce the demand on the pump and may alleviate the symptoms.

Ford is initiating this program with your satisfaction in mind. Thank you for your cooperation with this important matter.



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

May 2004

Program 04N02 – Possible Engine Stalling in 1999 through 2002 Mercury Cougar Vehicles

Mr. John Sample
123 Main Street
Anywhere, USA 12345

Your Vehicle Identification Number: 12345678901234567

Ford Motor Company has determined that certain 1999 through 2002 Mercury Cougar vehicles may experience engine hesitation, loss of power, surging, and other similar symptoms as a result of contamination of the fuel pump. Because the contamination of the fuel pump is progressive, it can ultimately become sufficiently blocked to cause the engine to stall completely (that is, lose all power). To enhance your safety and increase your satisfaction with your vehicle, Ford is offering to replace your vehicle's fuel pump assembly (parts and labor) at no cost to you if your vehicle exhibits any of the above conditions. This offer is valid for a period of 10 years from the original warranty start date of the vehicle, with no limit on the number of miles that the vehicle has been driven.

Although the symptoms noted above can occur under a variety of driving conditions, they are most likely to occur when there is less than one-quarter tank of fuel and/or when the driver is attempting to accelerate while making turning maneuvers (such as entering a highway through a cloverleaf) or driving uphill. If you encounter any of these symptoms you may reduce their likelihood and possible engine stall by keeping the fuel tank at least one-half full until having the vehicle serviced. If the symptoms do occur, easing off the accelerator pedal may also help reduce the severity of the symptoms.

What should you do? If you experience the symptoms noted above, take your vehicle to your dealer. Your dealer will replace the fuel pump at no charge to you unless it is clear that the symptoms are caused by some other component. This program does not cover parts or procedures, other than replacement of the fuel pump assembly. Please note: It is not necessary to replace the in-line fuel filter due to this issue. Fuel filters should continue to be replaced at normal maintenance scheduled intervals.

What is the reason for this additional coverage? In the interest of your satisfaction and safety, Ford Motor Company is providing no charge replacement coverage for the fuel pump. This one-time replacement coverage, in which a fuel pump with an improved design will be installed, applies to certain 1999 through 2002 model year Cougar vehicles. This replacement coverage is for a period of 10 years from the original warranty start date of the vehicle with no limit on the number of miles that the vehicle has been driven.

This coverage exceeds the provisions of your car's original vehicle warranty coverage for this part and is automatically transferred to subsequent owners.

How long will it take? If a fuel pump replacement is required, the time needed is approximately one-half day. However, due to service scheduling issues, your dealer may need your vehicle for a longer period of time.

What are we asking you to do? PLEASE KEEP THIS LETTER. If your vehicle should exhibit the condition described above within the indicated time limitations, contact your dealer. Show the dealer this letter.

This letter is specifically designed to fit in the Cougar Owner Guide. We recommend that you place this letter in your Owner Guide as a reminder of this additional replacement coverage.

Have you previously paid for this service? If you paid to have the fuel pump replaced, before the date of this letter, Ford Motor Company is offering a refund. For the refund, please give your paid original receipt to your dealer. To avoid delays, do not send receipts to Ford Motor Company.

Do you have concerns? If you have difficulty getting your vehicle repaired promptly and without charge, please contact your dealership's Service Manager for assistance.

If you still have concerns, you may also contact the Ford Motor Company Customer Relationship Center and one of our representatives will be happy to assist you:

Call 1-866-436-7332

1-800-232-5952 (TDD for the hearing impaired.)

Office Hours: (Eastern Time Zone)

Monday – Friday: 8AM – 8PM

Saturday: 9AM – 5:30PM

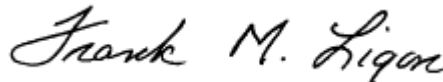
If you wish to contact us through the Internet, our address is:

www.ownerconnection.com

In addition, you may write the Administrator, National Highway Traffic Safety Administration, 400 Seventh Street S. W., Washington, D. C. 20590 or call the toll free Auto Safety Hotline at 1-888-327-4236 or 1-800-424-9393.

Thank you for your attention to this important matter and please remember to save this letter just in case you need to take advantage of this additional coverage program.

Sincerely,



Frank M. Ligon

Director

Service Engineering Operations