

Ford Motor Company
P.O. Box 1904
Dearborn, Michigan 48121
1-800-392-3673
www.ownerconnection.com



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Serial Number: 12345678901234567 00B33

Mr. John Sample
123 Main Street
Anywhere, USA 12345

Ford Motor Company is providing a no-charge service, Program Number 00B33, to owners of certain vehicles in which an interim airbag deactivation shunt was installed by a Ford or Lincoln Mercury dealer.

Reason For This Program

According to our records, the National Highway Traffic Safety Administration (NHTSA) gave approval to deactivate one or more of the airbags in the vehicle identified above. As a result, an interim airbag deactivation shunt was installed in your vehicle by a Ford or Lincoln Mercury dealer.

Effective immediately, you may contact your dealer and have the airbag shunt replaced with a key activated airbag "On-Off" Switch Kit at no additional cost to you. The "On-Off" Switch will allow you to activate and deactivate the airbag(s) that were previously approved for deactivation by NHTSA to accommodate the needs of different drivers or passengers.

Please note: The new airbag "On-Off switch can only be installed in place of the deactivation shunt(s) on airbags that were approved for deactivation by NHTSA. Additional deactivation requires a new approval by NHTSA.

What Ford Motor Company and your dealer will do...

First, your dealer will remove the airbag shunt to restore the airbag system. Then, a key activated "On-Off" switch will be installed which will allow you to activate or deactivate the airbag system. All of this will be done at no additional charge to you.

What we are asking you to do...

Call your dealer without delay. Provide the dealer with your Vehicle Identification Number (located at the beginning of this letter). Ask for a service date for Owner Notification Program 00B33.

Your dealer will need to order the required parts before scheduling your service date. Parts would be expected to arrive within a week after ordering.

How long will it take...

The time needed for this repair is less than one-half day. However, due to service scheduling issues, your dealer may need your vehicle for a longer period of time. When you bring your vehicle in, show the dealer this letter. If you misplace this letter, your dealer will still do the work, free of charge.

If you've changed address or sold the vehicle...

Please fill out the enclosed prepaid postcard and mail it to us if you have changed address or sold the vehicle.

If you have concerns...

If you have trouble getting your vehicle repaired promptly and without charge, please contact the Ford Motor Company North American Customer Assistance Center and one of our representatives will be happy to assist you:

CALL: (800) 392-3673
(800) 232-5952 (TDD for the Hearing Impaired)

Office Hours: (Eastern Standard Time)

Monday-Friday: 8am - 11pm
Saturday: 9am - 6pm

OR

E-mail: www.ownerconnection.com
Current e-mail response time is three business days.

Quality Care service is there for you all year round.

Quality Care is the commitment of Ford Motor Company and its dealerships to provide you with a superior service and ownership experience. While we regret the inconvenience caused by this program, we stand committed with our Ford and Lincoln Mercury dealers to assist you with all of your automotive service needs. With our nationwide dealer network, we're here to ensure you receive Quality Care service so that your vehicle maintains peak performance throughout your ownership experience.

We pride ourselves on becoming the world's leading consumer company for automotive products and services. Thank you for your attention to this important matter.

Sincerely,



Ann O'Neill
Director
Vehicle Service and Programs

OWNER NOTIFICATION PROGRAM
00B33
