



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

Ford Motor Company  
 PO Box 1904  
 Dearborn, Michigan 48121

April 15, 2024

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

**SUBJECT:** **New Vehicle Delivery Hold - Compliance Recall 24C08**  
 Certain 2024 Model Year Maverick Vehicles  
 TREAD Label Installation

**AFFECTED VEHICLES**

Vehicle	Model Year	Assembly Plant	Build Dates
Maverick	2024	Hermosillo	January 15, 2024 through January 22, 2024

US population of affected vehicles: 9. Affected vehicles are identified in OASIS and FSA VIN Lists.

**REASON FOR THIS COMPLIANCE RECALL**

All of the affected vehicles may not conform to the requirements for the Tire and Loading Information (TREAD) label specified in S.4.3 of Federal Motor Vehicle Safety Standard (FMVSS) No. 110.

**SERVICE ACTION**

**Sold Vehicles:** Supplemental VIN-specific TREAD labels with the correct loading information, spare tire size, and spare tire inflation pressures will be mailed to owners with affected vehicles the week of April 29, 2024. Label installation instructions will be included with the notification. Owners may choose to have the label installed by their dealer. This service must be performed at no charge to the vehicle owner.

To assist vehicle owners who prefer to have the new TREAD label applied for them, dealers should:

- Arrange for a mobile repair at the owner’s location, or:
- Arrange to pick up the owner’s vehicle and drive it to the dealership for repairs
  - Re-deliver the owner’s vehicle after repairs have been completed.
- Pick-Up & Delivery and mobile service should be made available for all customers. Refer to the Rental and Claiming sections for further details.

**Stock Vehicles:**

For new vehicle inventory, a VIN-specific TREAD label can be obtained by submitting a parts request contact to the SSSC. Dealers are to affix the label on affected stock vehicles as instructed in the technical Information.

**OWNER NOTIFICATION MAILING SCHEDULE**

Owner letters are expected to be mailed the week of April 29, 2024. Dealers should repair any affected vehicles that arrive at their dealerships, whether or not the customer has received a letter.

**PLEASE NOTE:**

**Federal law requires dealers to complete this recall service before a new vehicle is delivered to the buyer or lessee. Violation of this requirement by a dealer could result in a civil penalty of up to \$27,168 per vehicle. Correct all vehicles in your new vehicle inventory before delivery.**

## **ATTACHMENTS**

- Administrative Information
- Labor Allowances and Parts Ordering Information
- Technical Instructions
- Customer Instructions for TREAD Label Installation
- Mobile Service Repair Assessment
- Mobile Repair/Vehicle Pick-Up & Delivery Record
- 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 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

## Compliance Recall 24C08

### **MOBILE SERVICE REPAIR ASSESSMENT LEVEL**

All repairs in this program have the following assessment level.

  - Light Mobile Service

### **MOBILE REPAIR RECOMMENDATIONS**

- Confirm with the customer a mobile repair is feasible.
- Check OASIS before 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 this repair, a specialty vehicle is not required.

### **MOBILE REPAIR ADDITIONAL INFORMATION**

Please ensure the technician brings the following to the mobile repair destination:

- Printed Technical Instructions.
- Printed Repair/Work Order or any other necessary documentation as customer copy(s).
  - Documents could also be emailed to the customer.
- Shirt/uniform and vehicle graphic with the dealership or Ford logos are recommended.

### **MOBILE REPAIR QUESTIONS AND 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.

### **OASIS ACTIVATION**

OASIS will be activated on April 15, 2024.

### **FSA VIN LISTS ACTIVATION**

FSA VIN Lists will be available through <https://web.fsavinlists.dealerconnection.com> on April 15, 2024. Owner names and addresses will be available by May 10, 2024.

**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 recall 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 recall.

### **SOLD VEHICLES**

- Labels and installation instructions are being mailed to owners. Owners may choose to have the dealer install the label.
- Ford has not issued instructions to stop selling/delivering or driving used vehicles under this compliance recall.
- 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.

## Compliance Recall 24C08

### **STOCK VEHICLES**

- Correct all affected units in your new vehicle inventory before delivery.
- Use OASIS to identify any affected vehicles in your used vehicle inventory.

### **DEALER-OPERATED RENTAL VEHICLES**

The Fixing America's Surface Transportation (FAST) Act law effective June 2016 prohibits a rental company from selling, renting, or leasing vehicles subject to a safety or compliance recall. Please consult your legal counsel for legal advice.

### **BRANDED / SALVAGED TITLE VEHICLES**

Affected branded / salvaged title vehicles are eligible for this recall.

### **RENTAL VEHICLES**

Rental vehicles are not approved for this program.

### **MOBILE REPAIR CLAIMING QUESTIONS**

Dealers participating in the Remote Experience Program:

- Ford Dealers - refer to EFC14125, 2024 Remote Experience Program.
- Lincoln Retailers - refer to EFC14164, 2024 Remote Experience Program.

Dealers NOT participating in the 2024 Remote Experience Program:

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

### **PICK-UP & DELIVERY- Participating Dealers**

Dealers participating in the Remote Experience Program:

- Ford Dealers - Refer to EFC14125, 2024 Remote Experience Program, Pick-Up & Delivery Offset section for additional details.

### **PICK-UP & DELIVERY- Non-participating Dealers**

Ford Dealers not participating in the 2024 Remote Experience Program for Pick-Up & Delivery are authorized to claim unique services for completing this program.

- Dealers are authorized to claim one-half labor hour per repair for vehicle Pick-Up & Delivery services. Refer to Labor Allowances for details.
- Dealers must retain a Vehicle Pick-Up & Delivery Record with the repair order documentation.

### **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 FSAs / Related Damage.
- For vehicles within new vehicle bumper-to-bumper 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 – 3 years or 36,000 miles

## Compliance Recall 24C08

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

- For vehicles outside new vehicle bumper-to-bumper warranty coverage, submit an Approval Request to the SSSC Web Contact Site before completing the repair.

### **CLAIMS PREPARATION AND SUBMISSION**

- **Technician Competency Requirement:** The STST Competency 10 certification requirement in the U.S. market only will be enforced starting with repair orders opened on or after April 1, 2024. FSA repairs will reject if the repairing technician is not certified in STST Competency 10 FSA. See EFC14251 for more details.
- **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 24C08 is the subcode.

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 the same claim type and subcode as described in Claim Entry above.  
**IMPORTANT:** Click the Related Damage Indicator radio button.
- **Pick-Up & Delivery:**
  - Dealers participating in the Remote Experience Program –
    - Refer to EFC14125, 2024 Remote Experience Program, Pick-Up & Delivery (PDL) Offset section for additional details.
  - Dealers NOT participating in the Remote Experience Program –
    - Dealers may claim one-half labor hour per repair for vehicle Pick-Up & Delivery services.
    - Dealers must retain a Vehicle Pick-Up & Delivery Record with the repair order documentation.
- **Mobile Repair:**
  - Dealers participating in the Remote Experience Program –
    - Ford Dealers - refer to EFC14125, 2024 Remote Experience Program.
    - Lincoln Retailers - refer to EFC14164, 2024 Remote Experience Program.
  - Dealers NOT participating in the Remote Experience Program –
    - 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, retain a copy of the Service Management signed record (see Repair Procedure Improvement & Revised Labor Time), with the repair order documentation.
    - Claim the mobile repair allowance Labor Operation Code 24C08MM along with the applicable Labor Operation Code for the repair (refer to the Labor Allowances table in Labor Allowances and Parts Ordering Information).

**Compliance Recall 24C08**

**LABOR ALLOWANCES**

Description	Labor Operation	Labor Time
Install new TREAD label.	24C08B	0.4 Hours
Mobile Service: <b>This allowance is only for <u>non-eligible</u> 2024 Remote Experience Program Dealers.</b> Can be used when the repair takes place away from the dealership If Additional Time is Required Due to Travel, Please Submit an SSSC Approval Form	24C08MM	0.5 Hours
Vehicle Pick-Up & Delivery Allowance: <b>This allowance is only for <u>non-eligible</u> 2024 Remote Experience Program Dealers.</b> <b>NOTE:</b> This allowance is for dealer-performed vehicle Pick-Up & Delivery for dealership repairs only. Can only be claimed once, regardless of outstanding FSAs repaired.	24C08PP	0.5 Hours

**PARTS REQUIREMENTS / ORDERING INFORMATION**

**Special Program Part Ordering:**

To place an order for the VIN-specific TREAD label, submit a Part Order contact via the SSSC Web Contact Site.

NOTE: for sold vehicles, labels and installation instructions are being mailed directly to customers of the affected vehicles.

**DEALER PRICE**

Dealers will not be charged for labels ordered for this program.

## CERTAIN 2024 MODEL YEAR MAVERICK VEHICLES — TREAD LABEL REPLACEMENT

### SERVICE PROCEDURE

**IMPORTANT!** The Service Technician Specialty Training (STST) Competency 10 certification requirement, for U.S. market only, will be enforced starting with repair orders opened on or after April 1, 2024. Field Service Action (FSA) repairs will reject if the repairing technician is not certified in STST Competency 10 FSA. See Electronic Field Communication (EFC) 14251 for more details.

1. Vehicle owners were sent a *new* replacement Tire and Loading Information (TREAD) label per the Vehicle Identification Number (VIN). If the original label cannot be found, contact the Special Service Support Center (SSSC) **BEFORE** scheduling a vehicle for service. For In-Stock vehicles, proceed to Step 2.

**NOTE:** It may take several days for the label to arrive. **DO NOT** schedule a vehicle repair until the label arrives and the VIN is verified.

**NOTE:** Labels are VIN specific.

- All vehicles are to have the Tire and Loading Information (TREAD) label replaced.

2. For In-Stock units, open the drivers door to see the TREAD label on the door jamb. Confirm the VIN on the *new* label matches the VIN on the vehicle. See Figure 1.

- If the VIN does not match, contact the SSSC before proceeding with this program to order a *new* VIN specific label.

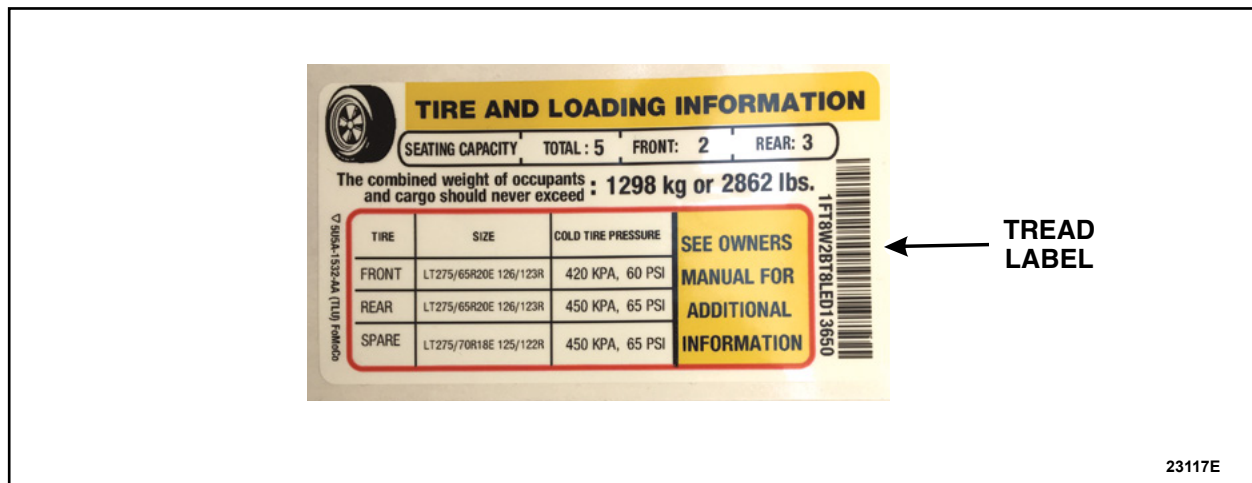


FIGURE 1

**NOTE:** Laws may vary by state and region. Concealing or misrepresenting the identity of motor vehicle could be a violation of code resulting in a misdemeanor or felony punishable by imprisonment and/or fines.



- Using a clean cloth and isopropyl alcohol, remove any residue from on and around the original label on the B-Pillar.
- Note the orientation of the original Tire and Loading Information (TREAD) label.
- Install the *new* label over the original TREAD label, in the same location and orientation. See Figure 2.

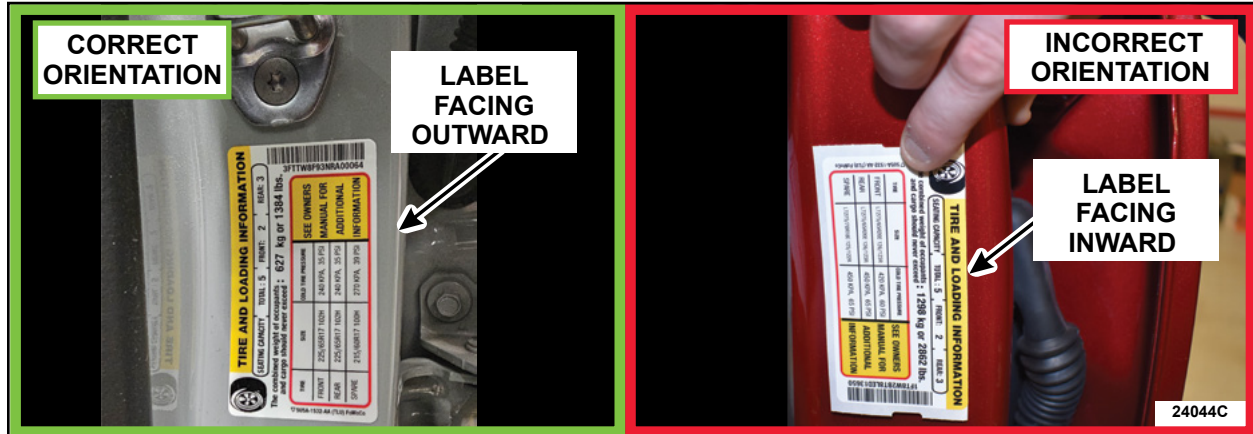


FIGURE 2

**IMPORTANT NOTE:** Federal law prohibits selling motor vehicle parts or components that are under safety, compliance, or emissions recall. Unless a part is requested to be returned to Ford, all parts replaced under this FSA must be scrapped in accordance with all applicable local, state and federal environmental protection and hazardous material regulations. Refer to the Parts Retention, Return, & Scrapping section of the FSA dealer bulletin for further information.





## CERTAIN 2024 MODEL YEAR MAVERICK VEHICLES — TREAD LABEL REPLACEMENT

### SERVICE PROCEDURE

**NOTE:** Please follow the directions below to install the *new* TREAD label on your vehicle.

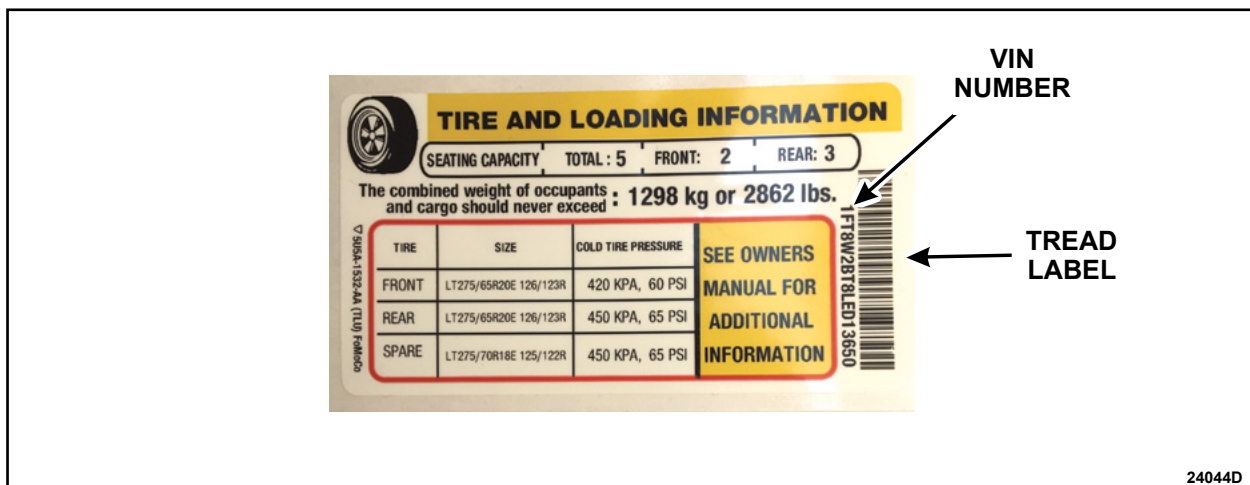
**NOTE:** If you do not have the desire or capability, call your dealer for a service appointment. To avoid delays bring the *new* label to your service appointment for installation.

1. Where is the label? Open drivers door, the label is located on the door jamb toward the rear of the vehicle.

**NOTE:** Labels are VIN specific.

2. Confirm that the VIN on the *new* label matches the VIN on the vehicle. See Figure 1.

- If the VIN does not match, contact your dealer.



**FIGURE 1**

3. Using a clean cloth and isopropyl alcohol, remove any residue from on and around the original label on the door jamb.

4. Note the orientation of the original label.



5. Install the *new* label **OVER** the original label, in the same location and orientation. See Figure 2.

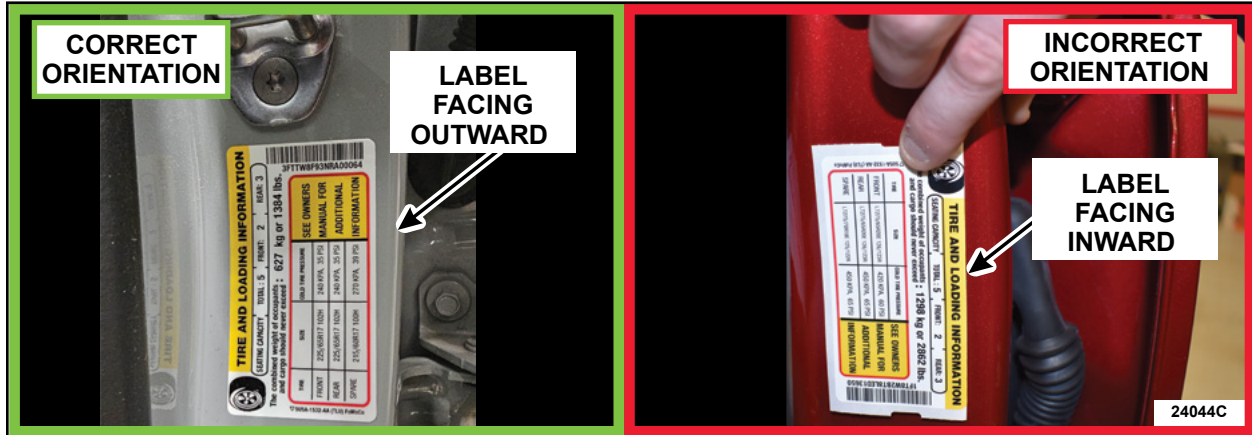


FIGURE 2



**Compliance Recall 24C08**

Certain 2024 Model Year Maverick XLT Vehicles Equipped With 4K Trailer Tow and FX4 Packages  
TREAD Label Replacement







**Mobile Service Repair Assessment**

Assessment levels have been identified to help determine the ease of performing eligible mobile service repairs for a Field Service Action (FSA) outside of the dealership service facility.


**Dealer Bulletin**


Within the Administrative Information Attachment of the dealer bulletin a mobile service repair assessment level(s) will be provided. These assessment levels have been determined using the amount of time, equipment and labor identified to perform the intended service action.

**Assessment Levels**

-  - Mobile Reprogramming
-  - Light Mobile Service
-  - Enhanced Mobile Service
-  - Advanced Mobile Service
-  - Wheel and Tire Mobile Service
-  - Not a Mobile Service Repair

**Description of each level that is used to determine the overall assessment.**

-  – Mobile Reprogramming
  - Module Programming or similar type services
  - Minimum tools maybe required other than an **IDS/FDRS** setup
  - FDRS programming that requires internet connection (wi-fi or mobile hotspot)
  - Make sure vehicle has a charge port to ensure battery voltage is maintained during flashing of the module(s)
  - Repairs not greater than 1 hour in length (including time to wait for programming)

*Note: The location will need a charging station or wall box to maintain the 12-volt battery.*
-  – Light Mobile Service
  - Interior repair procedures that do not require seat, dash, or headliner removal
  - Under hood repairs that do not require large component removal
  - Exterior repairs that do not require large component/panel removal
  - Repairs may require standard hand tools (Access to a Technician starter kit or similar)

**Compliance Recall 24C08**

Certain 2024 Model Year Maverick XLT Vehicles Equipped With 4K Trailer Tow and FX4 Packages  
TREAD Label Replacement

   – Enhanced Mobile Service

- **A two-person process is required anytime a procedure requires work under the vehicle**
- Brake Inspection and Brake Repair/Replacement
- Limited Suspension Component replacement (no alignment)
- Under Vehicle access for limited repairs (no large component removal)
- Vehicle Check Up - VCU
- Pre-Delivery Inspection - PDI
- Used Car Inspection/Presale Inspection
- May require floor jack, jack stands, and impact tools

*Note: Wheel lock may be required.*

    – Advanced Mobile Service

- Fluid Exchange/Oil Change
- Light Repairs
- Brake Hydraulic Repairs

 – Wheel and Tire Mobile Service

- Tire Removal from Wheel
- Tire Balancing
- Tire Repair

*Note: Specialized Mobile Service unit and equipment including Tire balancer and Tire Changer required.*

 – Not a Mobile Service Repair

- Large component removal
- BEV Battery Replacement
- Requires a vehicle hoist – to complete the repair (more than inspection)
- Required vehicle alignment
- Requires significant vehicle disassembly
- Repairs greater than 2-3 hours
- Any repairs that require M-Time
- Includes a service procedure where the vehicle owner may be distressed about the state of their vehicle

Compliance Recall 24C08

**Mobile Repair / Vehicle Pick-Up and Delivery Record**

VIN \_\_\_\_\_ received (check one):

- Mobile Repair
- Pick-up and/or delivery service

As outlined below for the 24C08 Field Service Action program.

Mobile Repair – Date: \_\_\_\_\_

OR

Pick-up – Date: \_\_\_\_\_

Delivery – Date: \_\_\_\_\_

\_\_\_\_\_  
Repair Order #

\_\_\_\_\_  
Repair Order Date

\_\_\_\_\_  
Service Manager Signature

\_\_\_\_\_  
Date