

**STATE OF VERMONT
SUPERIOR COURT
WASHINGTON UNIT**

IN RE: FORD MOTOR COMPANY) CIVIL DIVISION
) Docket No. _____
)

ASSURANCE OF DISCONTINUANCE

Vermont Attorney General Thomas J. Donovan, Jr. (“the Attorney General”) and Ford Motor Company (“Respondent”) hereby agrees to this Assurance of Discontinuance (“AOD”) pursuant to 9 V.S.A. § 2459.

REGULATORY FRAMEWORK

1. Vermont’s Consumer Protection Act prohibits “[u]nfair methods of competition in commerce, and unfair or deceptive acts or practices in commerce.” 9 V.S.A. § 2453.
2. The Attorney General alleges that the conduct described in the Background section below constitutes unfair and deceptive acts and practices under 9 V.S.A. § 2453.

BACKGROUND

3. Respondent Ford Motor Company is incorporated under the laws of the State of Delaware. Its principal place of business is in Dearborn, MI.
4. Ford manufactured and sold C-MAX Vehicles Model Years (“MY”) 2013 and 2014 and MY 2011-2015 Ford Vehicles.
5. The Attorney General has alleged that Ford’s advertising claims of Fuel Economy (as defined below) relating to C-MAX vehicles in MY 2013-14 violates 9 V.S.A. §2453.
6. In August 2013, Ford issued Customer Satisfaction Program 13B10, which relates to certain 2013 C-Max vehicles, and in June 2014, Ford issued Customer Satisfaction Program 14B03, which relates to MY 2013-2014 C-Max vehicles. Both Customer Satisfaction Programs relate to fuel economy labels and ratings, and payments made by Ford to affected

customers. True and correct copies of exemplar customer letters pertaining to Customer Satisfaction Program 13B10 and Customer Satisfaction Program 14B03, which relates to the affected C-Max vehicles are attached as Exhibits A and B (See pg. 3-4).

7. The Attorney General also alleged that Ford's advertising claims of Payload Capacity (as defined below) for MY 2011-2015 Ford Vehicles violates 9 V.S.A. §2453.
8. Ford denies the Attorney General's allegations.

ENFORCEMENT NOTICE

9. Prior to the Attorney General instituting a court proceeding based solely on an alleged violation of this Assurance, the parties agree that the Attorney General will provide Ford with written notice if the Attorney General believes that Ford is in violation of any of its obligations under this Assurance, including a specific description of the conduct that appears to violate the Assurance and the provisions of the Assurance that the conduct appears to violate, and provide Ford thirty (30) business days after the date of receipt of the notice prior to commencing any further proceeding; provided, however, that the Attorney General may take any action where the Attorney General concludes that because of the specific practice, a threat to the health or safety of the public requires immediate action.

10. Within thirty (30) business days of receipt of the Notice, Ford shall have the opportunity to demonstrate that:

- A. Ford is in compliance with the obligations of this Assurance cited by the Attorney General as being violated;
- B. the alleged violation has been addressed, including by remedial actions having been taken to remedy any conduct inconsistent with this Assurance; or,

C. Ford has begun to take action to address the alleged violation, is pursuing such action with due diligence, and has provided a reasonable timetable for addressing the alleged violation

11. Nothing shall prevent the Attorney General from agreeing to provide Ford with additional time beyond the thirty (30) business days to respond to the Notice.

NO ADMISSION OF LIABILITY

12. The parties have entered into this Assurance without trial of any issue of fact or law. Ford specifically denies it has violated any federal or state laws. Nothing contained herein may be taken as or construed to be an admission or concession of any violation of law or regulation, or of any other matter of fact or law, or of any liability or wrongdoing, nor shall it constitute any evidence or finding supporting any of the allegations of fact or law alleged by the Attorney General, or any violation of state or federal law, rule or regulation or any liability or wrongdoing whatsoever. This Assurance is not intended to constitute evidence or precedent of any kind except in any action or proceeding by one of the parties to enforce, rescind or otherwise implement or affirm any or all terms of this Assurance. The parties expressly acknowledge and agree that nothing shall prevent the Attorneys General's enforcement rights associated with this Assurance.

DEFINITIONS

13. The following terms used herein shall have the following meanings (in alphabetical order):

A. **“Covered Conduct”** shall mean Ford's advertising claims of: (1) fuel economy relating to C-MAX vehicles from Model Years (“MY”) 2013 – 2014; and (2) maximum payload capacity of MY 2011– 2015 Ford vehicles.

- B. **“Ford”** shall mean Ford Motor Company and its Subsidiaries, successors and assigns.
- C. **“Fuel Economy”** shall mean the EPA-estimated fuel economy rating used or calculated by Ford in compliance with the regulations, rules and laws proscribed by United States Environmental Protection Agency.
- D. **“Multistate Executive Committee”** or **“MSEC”** shall mean the Attorneys General of, Arizona, Illinois, Maryland, Oregon, Texas and Vermont.
- E. **“Multistate Working Group”** or **“MSWG”** shall mean the Attorneys General of Alabama, Arizona, Arkansas, California, Colorado, Connecticut, District of Columbia, Florida, Illinois, Indiana, Iowa, Georgia, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Minnesota, Mississippi, Missouri, Nebraska, Nevada, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia and Wisconsin.
- F. **“Payload Capacity”** shall mean the combined maximum weight of cargo and passengers that the vehicle is designed to carry.
- G. **“Subsidiaries”** shall mean any corporation, association, joint venture, partnership, limited liability company or other business entity of which at least a majority of the Voting Stock is, at the point in time when the violation of this Assurance is alleged to have taken place, owned directly or indirectly by Ford Motor Company. Voting Stock means the capital stock or equivalent interests, if the entity does not have capital stock, having the right to vote for the election of directors or equivalent persons, if such entity does not have directors, of any corporation, association, joint venture, partnership, limited liability company or other business entity.

COMPLIANCE PROVISIONS

14. Ford agrees to the following:
- A. Ford shall not make false or misleading advertising claims concerning the estimated Fuel Economy of a new motor vehicle in violation of the VPA and/or FTC guidelines .
 - B. Ford shall not make false or misleading advertising claims concerning the Payload Capacity of a new motor vehicle in violation of the VPA and/or FTC guidelines.

PAYMENT TO THE ATTORNEY GENERAL

15. Ford shall pay the MSWG Attorneys General a total of Nineteen Million Dollars (\$19,000,000), plus costs of Two Hundred Thousand Dollars (\$200,000), to be divided and paid by Ford directly to each Attorney General of the MSWG in an amount to be designated in writing by and in the sole discretion of the MSEC.¹ Payment shall be made by Ford within thirty (30) calendar days of receiving written payment processing instructions from the MSEC. Said payment shall be used by the Attorneys General for any lawful purpose including consumer protection enforcement or consumer education, or for other uses permitted by state law, at the sole discretion of each Attorney General, and in Vermont pursuant to the Constitution of the State of Vermont, Ch. II § 27 and 32 V.S.A. § 462. Unless otherwise required by law, in no event shall any portion of this payment be characterized as a fine, civil penalty or forfeiture by Ford to any participating Attorney General's Office.

¹Vermont will receive \$762,202.01 in settlement proceeds.

RELEASE

16. By execution of this Assurance, and following a full and complete payment to the Attorney General of the amount required under paragraph 17, the Attorney General terminates its investigation of the Covered Conduct and releases and discharges, to the fullest extent permitted by law, Ford from any and all civil causes of action, claims, damages, costs, attorney's fees, or penalties the Attorney General has asserted or could have asserted under the Vermont Consumer Protection Act, as of the Effective Date, against Ford by reason of the Covered Conduct (collectively, the "Released Claims").

17. Notwithstanding this Assurance, the following do not comprise Released Claims:

- A. Private rights of action, including any claims consumers have or may have on an individual or class basis under state consumer protection laws against any person or entity, including Ford;
- B. Claims of environmental or tax liability;
- C. Criminal liability;
- D. Claims for property damage;
- E. Claims alleging violations of state or federal securities laws;
- F. Claims alleging violations of state or federal antitrust laws;
- G. Any claims against Ford by any other agency or subdivision of the State of Vermont and
- H. Any obligations created under this Settlement.

NOTICES

18. Any notices required to be sent to the Attorney General or to Ford by this Assurance shall be sent by certified mail and electronic mail to the following addresses:

<p>For Ford Motor Company:</p> <p>notice@ford.com</p> <p>Ford Motor Company</p> <p>One American Road</p> <p>Dearborn, MI 48216</p>	<p>For the Vermont Attorney General:</p> <p>Jill S. Abrams Assistant Attorney General 109 State Street Montpelier, VT 05609 Jill.abrams@vermont.gov</p>
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MISCELLANEOUS

19. The parties acknowledge that no other promises, representations, or agreements of any nature have been made or entered into by the parties. The parties further acknowledge that this Assurance constitutes a single and entire agreement that is not severable or divisible, except that if any provision herein is found to be legally insufficient or unenforceable, the remaining provisions shall continue in full force and effect.

20. If subsequent to the Effective Date of this Assurance, the federal government or the State of Vermont enacts or promulgates any law or regulation with respect to matters governed by this Assurance that creates a conflict with any provision of the Assurance, Ford shall notify the Attorney General of the alleged conflict, stating with specificity the provision of this Assurance it believes conflicts with the newly enacted law or regulation. Attorney General shall respond to Ford’s notification of the alleged conflict within thirty (30) days. In the interim, Ford shall continue to comply with the terms of this Assurance to the extent possible. Factors to be considered in determining whether a conflict exists is whether conduct prohibited by this Assurance is required by such federal or state law or regulation, or conduct required by this Assurance is prohibited by such federal or state law or regulation.

21. Nothing in this Assurance shall be construed as relieving Ford of its obligations to comply with all state, local, and federal laws, regulations or rules, or as granting permission to engage in any acts or practices prohibited by such law, regulation or rule.
22. Neither this Assurance nor anything herein shall be construed or used as a waiver, limitation or bar on any defense otherwise available to Ford, or on Ford's right to defend itself from or make arguments in any pending or future legal or administrative action, proceeding, local or federal claim or suit, including without limitation, private individual or class action claims or suits, relating to Ford's conduct prior to the execution of this Assurance, or to the existence, subject matter or terms of this Assurance.
23. Each party has cooperated in (and in any construction to be made of this Assurance shall be deemed to have cooperated in) the drafting and the preparation of this Assurance. Any rule of construction to the effect that any ambiguities are to be resolved against the drafting party shall not be employed in any interpretation of this Assurance.
24. If any provision of this Assurance is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remainder of the provisions shall remain in full force and effect and shall in no way be affected, impaired, or invalidated
25. This Assurance may be executed at different times and locations in counterparts, each of which shall be deemed an original, but all of which together constitute one and the same instrument.
26. The parties understand and agree that this Assurance shall not be construed as an approval or sanction by Attorney General of Ford's business practices, nor shall Ford represent that this Assurance constitutes an approval or sanction of its business practices. The Parties further understand and agree that any failure by the Attorney General to take any

action in response to any information submitted pursuant to this Assurance shall not be construed as an approval, waiver, or sanction of any representations, acts, or practices indicated by such information, nor shall it preclude action thereon at a later date, except as provided by the Release set forth in paragraphs 18 and 19 of this Assurance.

27. Nothing in this Assurance shall be construed to waive, limit, or expand any claims of sovereign immunity the Attorney General may have in any action or proceeding.

28. Nothing in this Assurance shall be construed to create, waive, limit, or expand any private right of action.

29. The Superior Court of the State of Vermont, Washington Unit, shall have jurisdiction over this Assurance of Discontinuance and the parties thereto for the purpose of enforcing this Assurance of Discontinuance.

SIGNATURES

In lieu of instituting an action or proceeding against Ford Motor Company, the Office of the Attorney General, pursuant to 9 V.S.A. § 2459, accepts this Assurance of Discontinuance. By signing below, Respondent voluntarily agrees with and submits to the terms of this Assurance of Discontinuance.

DATED this 18th day of May, 2022.

COUNSEL FOR FORD MOTOR COMPANY

By: /s/ Matthew G. Lindenbaum
Matthew G. Lindenbaum (#5786)
Nelson Mullins Riley & Scarborough LLP
One Financial Center, Suite 3500
Boston, MA 02111
(t) (617)-217-4700
(f) (617) 217-4710
matthew.lindenbaum@nelsonmullins.com

ACCEPTED on behalf of the Attorney General:

DATED at Montpelier, Vermont this 20th day of May, 2022.

STATE OF VERMONT

THOMAS J. DONOVAN, JR.
ATTORNEY GENERAL

By:

Jill Abrams
Jill S. Abrams
Assistant Attorney General
Office of Attorney General
109 State Street
Montpelier, Vermont 05609
jill.abrams@vermont.gov
(802) 828-1106

Exhibit A



Ford Motor Company
PO Box 6248, MD 4S-B
Dearborn, MI 48126

«Customer Name»
«Address»
«City, State ZIP»

«Date»

Customer Satisfaction Program 13B10

VIN: «12345678901234567»

Dear «Customer Name»,

The purpose of this letter is to advise you that as a result of working with the U.S. Environmental Protection Agency to study the variability of Hybrid fuel efficiency, we are voluntarily changing our approach to C-MAX Hybrid fuel economy labeling. Even though the current label was generated in accordance with applicable regulations, Ford has voluntarily chosen to re-label 2013 C-MAX Hybrid vehicles to better reflect the performance of the vehicle. The new label is intended to provide more precise information regarding C-MAX Hybrid fuel economy capability and will read, "45 city/ 40 highway/ 43 combined mpg."*

Because the new label will indicate a different miles-per-gallon estimate than the current label, Ford is providing each current retail owner of a 2013 C-MAX Hybrid with a goodwill payment for the average estimated fuel cost of the difference between the two labels. **Thank you for purchasing your 2013 C-MAX Hybrid, and enclosed please find a check in the amount of \$550.**

We take great pride in the 2013 C-MAX Hybrid as an expression of our commitment to fuel efficiency leadership and practical innovation – one that has been praised by automotive journalists and consumers alike.

Thank you for your loyalty to the Ford Motor Company and this opportunity to continue to earn your trust. If you have questions, please contact the Ford Customer Relationship Center at 1-800-392-3673 and press 4 to be connected to the Ford Hybrid team.

C.J. O'Donnell
Group Marketing Manager, Electrification
Ford Motor Company

*EPA estimate. Your mileage will vary.

The new EPA fuel economy label for C-MAX is inserted below.

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy
 43 MPG (combined city/hwy)
 45 city / 40 highway
 2.3 gallons per 100 miles

You save \$5,350 in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$1,250

Fuel Economy & Greenhouse Gas Rating 10 (tailpipe only) **Smog Rating 7** (tailpipe only)

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle rates 22 MPG and costs \$1,600 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.55 per gallon. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fuelconomy.gov
Calculate personalized estimates and compare vehicles

Smartphone QR Code



Ford Motor Company
PO Box 6248, MD 4S-B
Dearborn, MI 48126

«Customer Name»
«Address»
«City, State ZIP»

«Date»

Customer Satisfaction Program 13B10

VIN: «12345678901234567»

Dear «Customer Name»,

The purpose of this letter is to advise you that as a result of working with the U.S. Environmental Protection Agency to study the variability of Hybrid fuel efficiency, we are voluntarily changing our approach to C-MAX Hybrid fuel economy labeling. Even though the current label was generated in accordance with applicable regulations, Ford has voluntarily chosen to re-label 2013 C-MAX Hybrid vehicles to better reflect the performance of the vehicle. The new label is intended to provide more precise information regarding C-MAX Hybrid fuel economy capability and will read, "45 city/ 40 highway/ 43 combined mpg."*

Because the new label will indicate a different miles-per-gallon estimate than the current label, Ford is providing each current retail owner of a 2013 C-MAX Hybrid with a goodwill payment for the average estimated fuel cost of the difference between the two labels. **Thank you for leasing your 2013 C-MAX Hybrid, and enclosed please find a check in the amount of \$325.**

We take great pride in the 2013 C-MAX Hybrid as an expression of our commitment to fuel efficiency leadership and practical innovation – one that has been praised by automotive journalists and consumers alike.

Thank you for your loyalty to the Ford Motor Company and this opportunity to continue to earn your trust. If you have questions, please contact the Ford Customer Relationship Center at 1-800-392-3673 and press 4 to be connected to the Ford Hybrid team.

C.J. O'Donnell
Group Marketing Manager, Electrification
Ford Motor Company

*EPA estimate. Your mileage will vary.

The new EPA fuel economy label for C-MAX is inserted below.

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy
 43 MPG combined city/hwy
 45 city
 40 highway
 2.3 gallons per 100 miles

Large Cars range from 14 to 47 MPG. The best vehicle rates 112 MPG.

You save \$5,350 in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$1,250

Fuel Economy & Greenhouse Gas Rating (tailpipe only) **Smog Rating** (tailpipe only)
 10 Best 7 Best

This vehicle emits 209 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also create emissions. Learn more at fueleconomy.gov.

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 22 MPG and costs \$1,600 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.55 per gallon. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fueleconomy.gov Calculate personalized estimates and compare vehicles

Smartphone QR Code

Exhibit B



Ford Motor Company
PO Box 6248, MD 4S-B
Dearborn, MI 48126

<Customer Name>
<Address>
<City, State ZIP>

<Date>

Customer Satisfaction Program 14B03

VIN: <12345678901234567>

Dear <Customer Name>:

Ford Motor Company identified an error with the fuel economy ratings on the C-MAX Energi and notified the U.S. Environmental Protection Agency (EPA). Ford worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA estimated ratings for your vehicle are shown on the label below.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$775 is enclosed with this letter.

We thank you for choosing Ford, and we apologize for this error. Ford is absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you any have questions or wish to speak to us regarding this matter, please contact the Ford Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM and 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.Fordowner.com. Information can also be found on www.ford.com/mpglabel.

Sincerely,

John Felice
Vice President, U.S. Marketing,
Sales and Service
Ford Motor Company

The new EPA fuel economy label for C-MAX Energi is inserted below.





Ford Motor Company
PO Box 6248, MD 4S-B
Dearborn, MI 48126

<Customer Name>
<Address>
<City, State ZIP>

<Date>

Customer Satisfaction Program 14B03

VIN: <12345678901234567>

Dear Customer Name:

Ford Motor Company identified an error with the fuel economy ratings on the C-MAX Energi and notified the U.S. Environmental Protection Agency (EPA). Ford worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA estimated ratings for your vehicle are shown on the label below.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$475 is enclosed with this letter.

We thank you for choosing Ford, and we apologize for this error. Ford is absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you any have questions or wish to speak to us regarding this matter, please contact the Ford Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM and 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.Fordowner.com. Information can also be found on www.ford.com/mpglabel.

Sincerely,

John Felice
Vice President, U.S. Marketing,
Sales and Service
Ford Motor Company

The new EPA fuel economy label for C-MAX Energi is inserted below.





Ford Motor Company
PO Box 6248, MD 4S-B
Dearborn, MI 48126

<Customer Name>
<Address>
<City, State ZIP>

<Date>

Customer Satisfaction Program 14B03

VIN: <12345678901234567>

Dear Customer Name:

Ford Motor Company identified an error with the fuel economy ratings on the C-MAX Hybrid and notified the U.S. Environmental Protection Agency (EPA). Ford worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA estimated ratings for your vehicle are shown on the label below.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$475 is enclosed with this letter.

We thank you for choosing Ford, and we apologize for this error. Ford is absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you any have questions or wish to speak to us regarding this matter, please contact the Ford Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM and 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.Fordowner.com. Information can also be found on www.ford.com/mpglabel.

Sincerely,

John Felice
Vice President, U.S. Marketing,
Sales and Service
Ford Motor Company

The new EPA fuel economy label for C-MAX Hybrid is inserted below.

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy
40 MPG
 combined city/hwy
 42 city
 37 highway
 2.5 gallons per 100 miles

Large Cars range from 14 to 40 MPG
The best vehicle rates 119 MPG.

You save \$5,000
 in fuel costs
 over 5 years
 compared to the
 average new vehicle.

Annual fuel cost \$1,300

Fuel Economy & Greenhouse Gas Rating (tailpipe only) **Smog Rating (tailpipe only)**

9 (Best) **10** (Best)

The vehicle emits 225 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also creates emissions; learn more at fuelconomy.gov.

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 22 MPG and costs \$1,500 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$2.50 per gallon. MPG is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fuelconomy.gov
 Calculate personalized estimates and compare vehicles

Smartphone QR Code



Ford Motor Company
PO Box 6248, MD 4S-B
Dearborn, MI 48126

<Customer Name>
<Address>
<City, State ZIP>

<Date>

Customer Satisfaction Program 14B03

VIN: <12345678901234567>

Dear Customer Name:

Ford Motor Company identified an error with the fuel economy ratings on the C-MAX Hybrid and notified the U.S. Environmental Protection Agency (EPA). Ford worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA estimated ratings for your vehicle are shown on the label below.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$300 is enclosed with this letter.

We thank you for choosing Ford, and we apologize for this error. Ford is absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you any have questions or wish to speak to us regarding this matter, please contact the Ford Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM and 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.Fordowner.com. Information can also be found on www.ford.com/mpglabel.

Sincerely,

John Felice
Vice President, U.S. Marketing,
Sales and Service
Ford Motor Company

The new EPA fuel economy label for C-MAX Hybrid is inserted below.

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy
40 MPG
 combined city/hwy
 42 city
 37 highway
 2.5 gallons per 100 miles

Large Cars range from 14 to 40 MPG
The best vehicle rates 119 MPG.

You save \$5,000
 in fuel costs
 over 5 years
 compared to the
 average new vehicle.

Annual fuel cost \$1,300

Fuel Economy & Greenhouse Gas Rating (tailpipe only) **Smog Rating (tailpipe only)**

1 **9** **10** **1** **10**
 Best Best

This vehicle emits 225 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also creates emissions; learn more at fuelconomy.gov.

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 22 MPG and costs \$1,500 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$2.50 per gallon. MPG is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fuelconomy.gov
 Calculate personalized estimates and compare vehicles

Smartphone QR Code



THE LINCOLN MOTOR COMPANY

Lincoln Motor Company
 PO box 6248, MD 4S-B
 Dearborn, MI 48126

<Customer Name>
 <Address>
 <City, State ZIP>

<Date>

Dear «Customer Name»,

We identified an error with fuel economy ratings on your Lincoln MKZ Hybrid and notified the U.S. Environmental Protection Agency (EPA). We worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA-estimated ratings for your vehicle are 38 city/37 highway/38 combined miles-per-gallon.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$1,050 is enclosed with this letter. As an expression of our gratitude for your commitment to the Lincoln Motor Company, we are also providing you a complimentary gift. To select your Lincoln Makers gift by phone, you may call a Lincoln Curator at 866-793-5940, and choose from a choice of specially selected gifts for you to enjoy. To select your Lincoln Makers gift online, simply follow these steps:

1. Go to www.lincolnmakers.com/HybridGift
2. Click the 'Select Your Gift' button
3. Enter your last name (as it appears here), and your Vehicle Identification Number (VIN) in the form
4. Select your gift
5. Confirm your address
6. Submit your request

The MKZ Hybrid is an award-winning vehicle in which we take great pride. MKZ Hybrid is an expression of our commitment to providing luxury customers with a choice of innovative fuel efficiency solutions while enjoying all the benefits of a premium driving experience.

We thank you for choosing Lincoln, and we apologize for this error. We are absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you have questions, please contact the Lincoln Client Relations Center at 1-800-521-4140 to be connected to our dedicated team. For the hearing impaired call 800-232-5953 (TDD). Representatives are available Monday through Friday: 8:00AM – 8:00PM and Sat 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.lincolnowner.com. Information can also be found at www.lincoln.com/mpglabel.

Sincerely,

John Felice
 Vice President, U.S. Marketing,
 Sales and Service
 Ford Motor Company

Matt Van Dyke
 Global Director
 Lincoln Motor Company

The new EPA fuel economy label for the Lincoln MKZ Hybrid is inserted below.

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy
38 MPG
combined city/hwy
 38 city 37 highway
 2.6 gallons per 100 miles

Midsize Cars range from 13 to 58 MPG. The best vehicle rates 119 MPG.

You save \$4,500 in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$1,400

Fuel Economy & Greenhouse Gas Rating (tailpipe only) **9** **Smog Rating** (tailpipe only) **10**

The vehicle emits 238 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also create emissions. Learn more at fuelconomy.gov.

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 22 MPG and costs \$11,500 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.50 per gallon. MPG is miles per gasoline-gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fuelconomy.gov
 Calculate personalized estimates and compare vehicles

Smartphone QR Code

Lincoln Hybrid Program #14B03
 VIN: <12345678901234567>



THE LINCOLN MOTOR COMPANY

Lincoln Motor Company
PO box 6248, MD 4S-B
Dearborn, MI 48126

<Customer Name>
<Address>
<City, State ZIP>

<Date>

Dear «Customer Name»,

We identified an error with fuel economy ratings on your Lincoln MKZ Hybrid and notified the U.S. Environmental Protection Agency (EPA). We worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA-estimated ratings for your vehicle are 38 city/37 highway/38 combined miles-per-gallon.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$625 is enclosed with this letter. As an expression of our gratitude for your commitment to the Lincoln Motor Company, we are also providing you a complimentary gift. To select your Lincoln Makers gift by phone, you may call a Lincoln Curator at 866-793-5940, and choose from a choice of specially selected gifts for you to enjoy. To select your Lincoln Makers gift online, simply follow these steps:

1. Go to www.lincolnmakers.com/HybridGift
2. Click the 'Select Your Gift' button
3. Enter your last name (as it appears here), and your Vehicle Identification Number (VIN) in the form
4. Select your gift
5. Confirm your address
6. Submit your request

The MKZ Hybrid is an award-winning vehicle in which we take great pride. MKZ Hybrid is an expression of our commitment to providing luxury customers with a choice of innovative fuel efficiency solutions while enjoying all the benefits of a premium driving experience.

We thank you for choosing Lincoln, and we apologize for this error. We are absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you have questions, please contact the Lincoln Client Relations Center at 1-800-521-4140 to be connected to our dedicated team. For the hearing impaired call 800-232-5953 (TDD). Representatives are available Monday through Friday: 8:00AM – 8:00PM and Sat 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.lincolnowner.com. Information can also be found at www.lincoln.com/mpglabel.

Sincerely,

John Felice
Vice President, U.S. Marketing,
Sales and Service
Ford Motor Company

Matt Van Dyke
Global Director
Lincoln Motor Company

The new EPA fuel economy label for the Lincoln MKZ Hybrid is inserted below.

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy
 38 MPG (combined city/hwy)
 38 MPG city
 37 MPG highway
 2.6 gallons per 100 miles

You save \$4,500 in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$1,400

Fuel Economy & Greenhouse Gas Rating 9 (Scale 1-10, Best)

Smog Rating 9 (Scale 1-10, Best)

fuel economy.gov
Calculate personalized estimates and compare vehicles

Smartphone QR Code

Lincoln Hybrid Program #14B03
VIN: <12345678901234567>



Ford Motor Company
PO Box 6248, MD 4S-B
Dearborn, MI 48126

<Customer Name>
<Address>
<City, State ZIP>

<Date>

Customer Satisfaction Program 14B03

VIN: <12345678901234567>

Dear Customer Name:

Ford Motor Company identified an error with the fuel economy ratings on the Fusion Hybrid and notified the U.S. Environmental Protection Agency (EPA). Ford worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA estimated ratings for your vehicle are shown on the label below.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$775 is enclosed with this letter.

We thank you for choosing Ford, and we apologize for this error. Ford is absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you any have questions or wish to speak to us regarding this matter, please contact the Ford Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM and 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.Fordowner.com. Information can also be found on www.ford.com/mpglabel.

Sincerely,

John Felice
Vice President, U.S. Marketing,
Sales and Service
Ford Motor Company

The new EPA fuel economy label for Fusion Hybrid is inserted below.

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy
42 MPG
 combined city/hwy
 44 city 41 highway
 2.4 gallons per 100 miles

Midsize Cars range from 13 to 58 MPG. The best vehicle rates 119 MPG.

You save \$5,250 in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$1,250

Fuel Economy & Greenhouse Gas Rating (tailpipe only) 9 Best
 This vehicle emits 209 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also creates emissions; learn more at fuelconomy.gov.

Smog Rating (tailpipe only) 7 Best

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 22 MPG and costs \$1,500 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.50 per gallon. MPG is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fuelconomy.gov
Calculate personalized estimates and compare vehicles

Smartphone QR Code



Ford Motor Company
PO Box 6248, MD 4S-B
Dearborn, MI 48126

<Customer Name>
<Address>
<City, State ZIP>

<Date>

Customer Satisfaction Program 14B03

VIN: <12345678901234567>

Dear Customer Name:

Ford Motor Company identified an error with the fuel economy ratings on the Fusion Hybrid and notified the U.S. Environmental Protection Agency (EPA). Ford worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA estimated ratings for your vehicle are shown on the label below.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$450 is enclosed with this letter.

We thank you for choosing Ford, and we apologize for this error. Ford is absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you any have questions or wish to speak to us regarding this matter, please contact the Ford Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM and 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.Fordowner.com. Information can also be found on www.ford.com/mpglabel.

Sincerely,

John Felice
Vice President, U.S. Marketing,
Sales and Service
Ford Motor Company

The new EPA fuel economy label for Fusion Hybrid is inserted below.

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy
42 MPG
 combined city/hwy 44 city 41 highway
 2.4 gallons per 100 miles

Midsize Cars range from 13 to 58 MPG. The best vehicle rates 119 MPG.

You save \$5,250 in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$1,250

Fuel Economy & Greenhouse Gas Rating (tailpipe only) 9 (Best)
 This vehicle emits 209 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also creates emissions; learn more at fuelconomy.gov.

Smog Rating (tailpipe only) 7 (Best)

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 22 MPG and costs \$1,500 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.50 per gallon. MPG is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fuelconomy.gov
Calculate personalized estimates and compare vehicles

Smartphone OR Code



Ford Motor Company
 PO Box 6248, MD 4S-B
 Dearborn, MI 48126

<Customer Name>
 <Address>
 <City, State ZIP>

<Date>

Customer Satisfaction Program 14B03

VIN: <12345678901234567>

Dear Customer Name:

Ford Motor Company identified an error with the fuel economy ratings on the Fusion Energi and notified the U.S. Environmental Protection Agency (EPA). Ford worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA estimated ratings for your vehicle are shown on the label below.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$850 is enclosed with this letter.

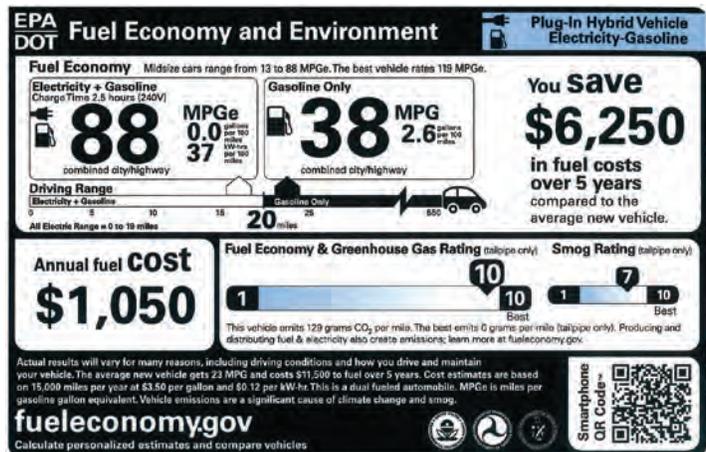
We thank you for choosing Ford, and we apologize for this error. Ford is absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you any have questions or wish to speak to us regarding this matter, please contact the Ford Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM and 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.Fordowner.com. Information can also be found on www.ford.com/mpglabel.

Sincerely,

John Felice
 Vice President, U.S. Marketing,
 Sales and Service
 Ford Motor Company

The new EPA fuel economy label for Fusion Energi is inserted below.





Ford Motor Company
 PO Box 6248, MD 4S-B
 Dearborn, MI 48126

<Customer Name>
 <Address>
 <City, State ZIP>

<Date>

Customer Satisfaction Program 14B03

VIN: <12345678901234567>

Dear Customer Name:

Ford Motor Company identified an error with the fuel economy ratings on the Fusion Energi and notified the U.S. Environmental Protection Agency (EPA). Ford worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA estimated ratings for your vehicle are shown on the label below.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$525 is enclosed with this letter.

We thank you for choosing Ford, and we apologize for this error. Ford is absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you any have questions or wish to speak to us regarding this matter, please contact the Ford Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM and 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.Fordowner.com. Information can also be found on www.ford.com/mpglabel.

Sincerely,

John Felice
 Vice President, U.S. Marketing,
 Sales and Service
 Ford Motor Company

The new EPA fuel economy label for Fusion Energi is inserted below.





Ford Motor Company
PO Box 6248, MD 4S-B
Dearborn, MI 48126

<Customer Name>
<Address>
<City, State ZIP>

<Date>

Customer Satisfaction Program 14B03

VIN: <12345678901234567>

Dear Customer Name:

Ford Motor Company identified an error with the fuel economy ratings on the Fiesta and notified the U.S. Environmental Protection Agency (EPA). Ford worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA estimated ratings for your vehicle are shown on the label below.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$200 is enclosed with this letter.

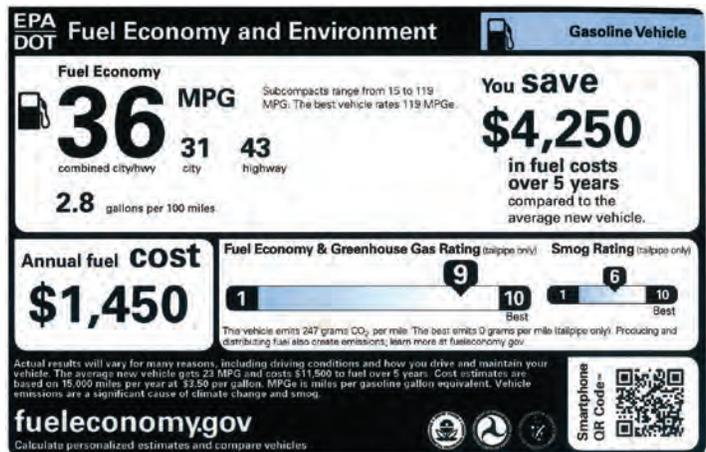
We thank you for choosing Ford, and we apologize for this error. Ford is absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you any have questions or wish to speak to us regarding this matter, please contact the Ford Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM and 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.Fordowner.com. Information can also be found on www.ford.com/mpglabel.

Sincerely,

John Felice
Vice President, U.S. Marketing,
Sales and Service
Ford Motor Company

The new EPA fuel economy label for Fiesta is inserted below.





Ford Motor Company
PO Box 6248, MD 4S-B
Dearborn, MI 48126

<Customer Name>
<Address>
<City, State ZIP>

<Date>

Customer Satisfaction Program 14B03

VIN: <12345678901234567>

Dear Customer Name:

Ford Motor Company identified an error with the fuel economy ratings on the Fiesta and notified the U.S. Environmental Protection Agency (EPA). Ford worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA estimated ratings for your vehicle are shown on the label below.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$125 is enclosed with this letter.

We thank you for choosing Ford, and we apologize for this error. Ford is absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you any have questions or wish to speak to us regarding this matter, please contact the Ford Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM and 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.Fordowner.com. Information can also be found on www.ford.com/mpglabel.

Sincerely,

John Felice
Vice President, U.S. Marketing,
Sales and Service
Ford Motor Company

The new EPA fuel economy label for Fiesta is inserted below.

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy
36 MPG
 combined city/hwy
 31 city 43 highway
 2.8 gallons per 100 miles

Subcompacts range from 15 to 119 MPG. The best vehicle rates 119 MPG.

You save \$4,250
 in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$1,450

Fuel Economy & Greenhouse Gas Rating (tailpipe only) 9 out of 10 Best
 The vehicle emits 247 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also creates emissions; learn more at fueleconomy.gov.

Smog Rating (tailpipe only) 6 out of 10 Best

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 22 MPG and costs \$11,500 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$2.50 per gallon. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fueleconomy.gov
 Calculate personalized estimates and compare vehicles

Smartphone QR Code



Ford Motor Company
PO Box 6248, MD 4S-B
Dearborn, MI 48126

<Customer Name>
<Address>
<City, State ZIP>

<Date>

Customer Satisfaction Program 14B03

VIN: <12345678901234567>

Dear Customer Name:

Ford Motor Company identified an error with the fuel economy ratings on the Fiesta and notified the U.S. Environmental Protection Agency (EPA). Ford worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA estimated ratings for your vehicle are shown on the label below.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$250 is enclosed with this letter.

We thank you for choosing Ford, and we apologize for this error. Ford is absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you any have questions or wish to speak to us regarding this matter, please contact the Ford Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM and 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.Fordowner.com. Information can also be found on www.ford.com/mpglabel.

Sincerely,

John Felice
Vice President, U.S. Marketing,
Sales and Service
Ford Motor Company

The new EPA fuel economy label for Fiesta is inserted below.





Ford Motor Company
PO Box 6248, MD 4S-B
Dearborn, MI 48126

<Customer Name>
<Address>
<City, State ZIP>

<Date>

Customer Satisfaction Program 14B03

VIN: <12345678901234567>

Dear Customer Name:

Ford Motor Company identified an error with the fuel economy ratings on the Fiesta and notified the U.S. Environmental Protection Agency (EPA). Ford worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA estimated ratings for your vehicle are shown on the label below.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$150 is enclosed with this letter.

We thank you for choosing Ford, and we apologize for this error. Ford is absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you any have questions or wish to speak to us regarding this matter, please contact the Ford Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM and 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.Fordowner.com. Information can also be found on www.ford.com/mpglabel.

Sincerely,

John Felice
Vice President, U.S. Marketing,
Sales and Service
Ford Motor Company

The new EPA fuel economy label for Fiesta is inserted below.

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy
31 MPG
 combined city/hwy
 27 city 37 highway
 3.2 gallons per 100 miles

Subcompacts range from 15 to 119 MPG. The best vehicle rates 119 MPG.

You save \$3,000
 in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$1,700

Fuel Economy & Greenhouse Gas Rating (tailpipe only) 8
 1 10 Best
 The vehicle emits 209 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also creates emissions; learn more at fuelconomy.gov.

Smog Rating (tailpipe only) 6
 1 10 Best

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 22 MPG and costs \$1,500 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$2.50 per gallon. MPG is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

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 Calculate personalized estimates and compare vehicles

Smartphone QR Code



Ford Motor Company
PO Box 6248, MD 4S-B
Dearborn, MI 48126

<Customer Name>
<Address>
<City, State ZIP>

<Date>

Customer Satisfaction Program 14B03

VIN: <12345678901234567>

Dear Customer Name:

Ford Motor Company identified an error with the fuel economy ratings on the Fiesta and notified the U.S. Environmental Protection Agency (EPA). Ford worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA estimated ratings for your vehicle are shown on the label below.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$450 is enclosed with this letter.

We thank you for choosing Ford, and we apologize for this error. Ford is absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you any have questions or wish to speak to us regarding this matter, please contact the Ford Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM and 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.Fordowner.com. Information can also be found on www.ford.com/mpglabel.

Sincerely,

John Felice
Vice President, U.S. Marketing,
Sales and Service
Ford Motor Company

The new EPA fuel economy label for Fiesta is inserted below.

EPA DOT Fuel Economy and Environment Gasoline Vehicle

Fuel Economy
32 MPG
 combined city/hwy
 28 city 38 highway
 3.1 gallons per 100 miles

Subcompacts range from 15 to 119 MPG. The best vehicle rates 119 MPG.

You save \$3,250 in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$1,650

Fuel Economy & Greenhouse Gas Rating (tailpipe only) 8 Best

Smog Rating (tailpipe only) 6 Best

This vehicle emits 281 grams CO₂ per mile. The best emits 0 grams per mile (tailpipe only). Processing and distributing fuel also create emissions; learn more at fuelconomy.gov.

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 23 MPG and costs \$1,500 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.50 per gallon. MPG is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fuelconomy.gov
Calculate personalized estimates and compare vehicles

Smartphone OR Code



Ford Motor Company
PO Box 6248, MD 4S-B
Dearborn, MI 48126

<Customer Name>
<Address>
<City, State ZIP>

<Date>

Customer Satisfaction Program 14B03

VIN: <12345678901234567>

Dear Customer Name:

Ford Motor Company identified an error with the fuel economy ratings on the Fiesta and notified the U.S. Environmental Protection Agency (EPA). Ford worked with the EPA as the Agency retested the vehicle to determine the correct fuel economy ratings. The correct EPA estimated ratings for your vehicle are shown on the label below.

We value you as a customer, and we want to continue to earn your trust. As a measure of goodwill, we would like to pay you for the estimated average fuel cost difference between the previous and revised combined miles-per-gallon estimate for your vehicle. Therefore, a check in the amount of \$275 is enclosed with this letter.

We thank you for choosing Ford, and we apologize for this error. Ford is absolutely committed to delivering top fuel economy and accurate information. We value your confidence, and we want you to know that we are dedicated to doing everything we can to ensure that you have an exceptional ownership experience. We are taking steps to improve our processes and prevent issues like this from happening again.

There is no further action required on your part, however, if you any have questions or wish to speak to us regarding this matter, please contact the Ford Customer Relationship Center at 1-866-436-7332 and one of our representatives will be happy to assist you. For the hearing impaired call 1-800-232-5952 (TDD). Representatives are available Monday through Friday: 8:00AM - 8:00PM and 9:00AM – 5:30PM Saturday (Eastern Time). If you wish to contact us through the Internet, our address is: www.Fordowner.com. Information can also be found on www.ford.com/mpglabel.

Sincerely,

John Felice
Vice President, U.S. Marketing,
Sales and Service
Ford Motor Company

The new EPA fuel economy label for Fiesta is inserted below.

