



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 MPG city  
 40 MPG highway  
 2.3 gallons per 100 miles

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

**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 CO<sub>2</sub> per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also create emissions; learn more at [fuelconomy.gov](http://fuelconomy.gov).

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](http://fuelconomy.gov)  
 Calculate personalized estimates and compare vehicles

Smartphone QR Code



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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.

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

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