



Ford Motor Company
Ford Customer Service Division
P. O. Box 1904
Dearborn, Michigan 48121



21/000005/0001



R. FILE
330 TOWN CENTER DR
STE 500
DEARBORN, MI 48126-2796

May 2014

*** * * IMPORTANT SAFETY RECALL * * ***
(PROGRAMA DE SEGURIDAD IMPORTANTE)

At Ford, we are committed to your safety and customer satisfaction. We're also committed to improving our products and providing solutions should potential concerns arise.

That's why we're sending you this important recall message about your Ford. We've identified some repairs that have to be made and request that you take action to complete them in order to maintain the safety and quality of your vehicle.

We understand unexpected service can be a significant inconvenience and have taken steps to ensure your repairs are completed in a timely manner.

Please contact your Ford dealership as soon as possible and ask to speak with a Service Advisor to get the repair process started. When you do, please reference the attached recall notification letters, which include your VIN number. Your Advisor will ask you for this information to ensure all appropriate parts are ordered and then assist you with scheduling an appointment that is convenient for you.

We appreciate your attention to this matter and value your dedication as a loyal Ford owner. If you have questions, please contact the Ford Customer Relationship Center for assistance at 1-866-436-7332.



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*** * * IMPORTANT SAFETY RECALL * * ***
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Safety Recall Notice 14S04 / NHTSA Recall 14V-237
Aviso de Revisión de Seguridad 14S04

This notice applies to your vehicle:

2013 Escape

Your Vehicle Identification Number:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

Ford Motor Company has decided that a defect which relates to motor vehicle safety exists in your vehicle, with the Vehicle Identification Number shown above.

We apologize for this situation and want to assure you that, with your assistance, we will correct this condition. Our commitment, together with your dealer, is to provide you with the highest level of service and support.

What is the issue? On your vehicle, a software concern may cause a delay in the deployment of the safety canopy in certain roll-over circumstances, potentially increasing the risk of injury.

What will Ford and your dealer do? Ford Motor Company has authorized your dealer to reprogram the restraints control module free of charge (parts and labor).

_____ **How long will it take?** The time needed for this repair is less than one-half day. However, due to service scheduling requirements, your dealer may need your vehicle for a longer period of time.

_____ **What should you do?** Please call your dealer without delay and request a service date for Recall 14S04. Provide the dealer with the Vehicle Identification Number (VIN) of your vehicle. The VIN is printed near your name at the beginning of this letter.

If you do not already have a servicing dealer, you can access www.Fordowner.com for dealer addresses, maps, and driving instructions.

**What should you do?
(Continued)**

Ford Motor Company wants you to have this safety recall completed on your vehicle. The vehicle owner is responsible for making arrangements to have the work completed.

Please note: Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

What if you no longer own this vehicle?

If you no longer own this vehicle, and have an address for the current owner, please forward this letter to the new owner.

You received this notice because government regulations require that notification be sent to the last known owner of record. Our records are based primarily on state registration and title data, which indicate that you are the current owner.

Can we assist you further?

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

RETAIL OWNERS: If you still have concerns, please contact the Ford Motor Company 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 (Eastern Time).

If you wish to contact us through the Internet, our address is: www.Fordowner.com.

Para asistencia en Español:

Si necesita ayuda o tiene alguna pregunta, por favor llame al Centro de Relación con Clientes al 1-866-436-7332 y presione 2 para Español.

FLEET OWNERS: If you still have concerns, please contact the Fleet Customer Information Center at 1-800-34-FLEET, Option #3 and one of our representatives will be happy to assist you. Representatives are available Monday through Friday: 8:00AM - 8:00PM (Eastern Time).

Or you may contact us through the Internet at www.fleet.ford.com.

If you are still having difficulty getting your vehicle repaired in a reasonable time or without charge, you may write the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave. S.E., Washington, D.C. 20590 or call the toll free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153) or go to www.safercar.gov. Reference NHTSA Safety Recall 14V-237.

Thank you for your attention to this important matter.

Ford Customer Service Division