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Director  
Service Engineering Operations  
Ford Customer Service Division

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

October 10, 2016

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

**SUBJECT: NEW VEHICLE DEMONSTRATION / DELIVERY HOLD - Compliance Recall 16C15**  
Certain 2017 Model Year Lincoln Continental Vehicles with HID Headlamps  
Headlamp Inspection and Replacement

**AFFECTED VEHICLES**

Vehicle	Model Year	Assembly Plant	Build Dates
Continental	2017	Flat Rock	June 14, 2016 through September 23, 2016

Affected vehicles are identified in OASIS and FSA VIN Lists.

**REASON FOR THIS COMPLIANCE RECALL**

Some of the affected vehicles may not conform to the requirements specified by Federal Motor Vehicle Safety Standard (FMVSS) 108: Lamps, Reflective Devices, and Associated Equipment. The front turn signals may not meet visibility requirements at specified angles.

**SERVICE ACTION**

Before demonstrating or delivering any new in-stock vehicles involved in this recall, dealers are to inspect and if necessary, replace one or both headlamps. This service must be performed on all affected vehicles at no charge to the vehicle owner.

**SPECIAL HANDLING**

Dealers are encouraged to proactively contact their customers to schedule a vehicle inspection at their home or office. The Lincoln Concierge team will also be contacting owners of sold vehicles to assist with scheduling this appointment. If necessary, an appointment to replace the headlamps should be scheduled after the inspection. All 2017 model year Lincoln vehicles are eligible for pickup and delivery service with a complementary Lincoln loaner vehicle. This service should be offered to the customer.

**OWNER NOTIFICATION MAILING SCHEDULE**

Owner letters are expected to be mailed the week of November 7, 2016. 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 \$21,000 per vehicle. Correct all vehicles in your new vehicle inventory before delivery.**

**ATTACHMENTS**

- Attachment I: Administrative Information
- Attachment II: Labor Allowances and Parts Ordering Information
- Attachment III: Technical Information
- 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 Society (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, appearing to read "Michael A. Berardi". The signature is fluid and cursive, with a prominent initial "M".

Michael A. Berardi

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**OASIS ACTIVATION**

OASIS will be activated on October 10, 2016.

**FSA VIN LISTS ACTIVATION**

FSA VIN Lists will be available through <https://web.fsavinlists.dealerconnection.com> on October 10, 2016. Owner names and addresses will be available by November 18, 2016.

**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**

- Dealers are encouraged to proactively contact their customers to schedule a vehicle inspection at their home or office, as noted in the Special Handling section.
- Owners of affected vehicles will be directed to dealers for repairs.
- Immediately contact any of your affected customers whose vehicles are not on your VIN list but are identified in OASIS. Give the customer a copy of the Owner Notification Letter (when available) and schedule a service date.
- Correct other affected vehicles identified in OASIS which are brought to your dealership.

**STOCK VEHICLES**

- Correct all affected units in your new vehicle inventory before delivery.

**DEALER-OPERATED RENTAL VEHICLES**

A new law prohibits a Rental Company from selling, renting or leasing vehicles subject to a safety or compliance recall. This could impact dealer-operated rental fleets of 35 vehicles or more, including FRAC, LRAC, and DDR vehicles. Please see EFC04833 for details and consult your legal counsel for legal advice.

**TITLE BRANDED / SALVAGED VEHICLES**

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

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

Additional repairs identified as necessary to complete the FSA should be managed as follows:

- For vehicles within new vehicle bumper-to-bumper warranty coverage, follow existing warranty and policy guidelines for related damage claims. No SSSC approval is required for these vehicles:
  - Lincoln vehicles – 4 years or 50,000 miles
- For vehicles outside new vehicle bumper-to-bumper warranty coverage, submit an Approval Request to the SSSC Web Contact Site prior to completing the repair.

**OWNER REFUNDS**

Refunds are not approved for this program.

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**LINCOLN PICKUP AND DELIVERY**

Owners of 2017 model year and newer Lincoln vehicles have the option of requesting pickup and delivery service with a Lincoln loaner, from their dealership. For details, reference EFC04786 National Launch of Lincoln Pickup and Delivery New Owner Privileges.

**RENTAL VEHICLES (When Lincoln Pickup and Delivery is not used)**

Dealers are pre-approved for up to one day for a comparable rental vehicle. Follow Extended Service Plan (ESP) guidelines for dollar amounts. Rentals will only be reimbursed for the day(s) the vehicle is at the dealership for part replacement. Prior approval for more than one rental day is required from the SSSC via the SSSC Web Contact Site.

**LINCOLN CLIENT SPECIAL HANDLING**

To ensure the best possible experience for Lincoln owners, Lincoln Dealers are encouraged to utilize the Lincoln Loyalty Program to provide clients with surprise and delight offerings, such as:

- Fuel fill
- Gift card for the customer's favorite restaurant

The Lincoln Loyalty Program is exclusive to Lincoln Dealers. Owners will not be notified of this service in owner mailings. Reference EFC04453, Lincoln Loyalty Program Announcement for additional details.

**CLAIMS PREPARATION AND SUBMISSION**

- Enter claims using Direct Warranty Entry (DWE) or One Warranty Solution (OWS).
  - DWE: refer to ACESII manual for claims preparation and submission information.
  - OWS: when entering claims in DMS software, select claim type 31: Field Service Action. The FSA number 16C15 is the sub code.
- Additional labor and/or parts must be claimed as related damage on a separate repair line from the FSA.
- For rental vehicle claiming when Lincoln pickup and delivery is not used, follow Extended Service Plan (ESP) guidelines for dollar amounts. Enter the total amount of the rental expense under Miscellaneous Expense code RENTAL.
- For Lincoln Client Special Handling, reference EFC04453, Lincoln Loyalty Program Announcement and EFC04165, Lincoln Loyalty Rental Claims for Requirements and Claiming Instructions. Claims for Lincoln Loyalty should be submitted as a separate line on the same Repair Order.

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**Lincoln Pickup and Delivery Claiming**

For Lincoln pickup and delivery service claiming instructions, reference EFC04786, National Launch of Lincoln Pickup and Delivery New Owner Privileges.

- **Inspection – No repair necessary** – Use when claiming labor operation 16C15A
  - Lincoln dealers should inspect vehicles at the client’s home or office and, if no repair is necessary, dealers should claim \$30 for technician transportation on a separate repair line.
    - Repair Type - Warranty/ESP/Programs (ACES) or Claim Type 11 - Vehicle Coverage (OWS)
    - Program code/sub code - PDL
    - Customer Concern Code - A99
    - Condition Code - 82
    - Causal Part - Delivery
    - Miscellaneous Expense Code - VEHPIC (\$30)
- **Inspection – Repair necessary** – Use when claiming labor operation 16C15B/C/D/E
  - Post inspection if a repair is necessary, repair order should remain open, parts ordered and client should be provided an appointment for a future pickup and delivery with a complementary Lincoln loaner. Upon repair completion vehicle should be returned to clients.
  - On a separate line, claim \$30 for technician transportation as REFUND using P18 Lincoln Loyalty (for initial inspection trip).
  - On a separate line, use PDL if pickup and delivery service was provided to the client.
    - Repair Type - Warranty/ESP/Programs (ACES) or Claim Type 11 - Vehicle Coverage (OWS)
    - Program code/sub code - PDL
    - Customer Concern Code - A99
    - Condition Code - 82
    - Causal Part - Delivery
    - Miscellaneous Expense Code - VEHPIC (\$30), VEHDEL (\$25), PICDEL (\$55) and RENTAL (up to \$90)

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**LABOR ALLOWANCES**

Description	Labor Operation	Labor Time
Inspect headlamps – pass (headlamp replacement not required)	16C15A	0.2 Hour
Inspect and replace one headlamp (without 360° camera)	16C15B	1.7 Hours
Inspect and replace both headlamps (without 360° camera)	16C15C	2.0 Hours
Inspect and replace one headlamp (with 360° camera)	16C15D	1.9 Hours
Inspect and replace both headlamps (with 360° camera)	16C15E	2.3 Hours

**PARTS REQUIREMENTS / ORDERING INFORMATION**

Part Number	Description	Order Quantity
GD9Z-13008-E	Left HID Headlamp – Fade On/Off Lincoln Embrace	1
GD9Z-13008-A	Right HID Headlamp – Fade On/Off Lincoln Embrace	1
GD9Z-13008-H	Left HID Headlamp – Dynamic Fade Lincoln Embrace	1
GD9Z-13008-D	Right HID Headlamp – Dynamic Fade Lincoln Embrace	1

The DOR/COR number for this recall is 51062.

Order your parts through normal order processing channels. To guarantee the shortest delivery time, an emergency order for parts must be placed.

**NOTE:** Less than 5% of the affected vehicle population is expected to require headlamp replacement.

**DEALER PRICE**

For latest prices, refer to DOES II.

**PARTS RETENTION AND RETURN**

Follow the provisions of the Warranty and Policy Manual, Section 1 - WARRANTY PARTS RETENTION AND RETURN POLICIES.

**EXCESS STOCK RETURN**

Excess stock returned for credit must have been purchased from Ford Customer Service Division in accordance with Policy Procedure Bulletin 4000.

## CERTAIN 2017 MODEL YEAR LINCOLN CONTINENTAL VEHICLES WITH HID HEADLAMPS — HEADLAMP INSPECTION AND REPLACEMENT

### OVERVIEW

Some of the affected vehicles may not conform to the requirements specified by Federal Motor Vehicle Safety Standard (FMVSS) 108: Lamps, Reflective Devices, and Associated Equipment. The front turn signals may not meet visibility requirements at specified angles. Dealers are to inspect and if necessary, replace one or both headlamps.

### SERVICE PROCEDURE

1. Inspect both headlamps for the presence of lens optics. See Figure 1.

- If lens optics **are** present, no action is necessary.
- If lens optics **are not** present, replace the affected headlamp(s). Please follow the Workshop Manual (WSM) procedures in Section 417-01.

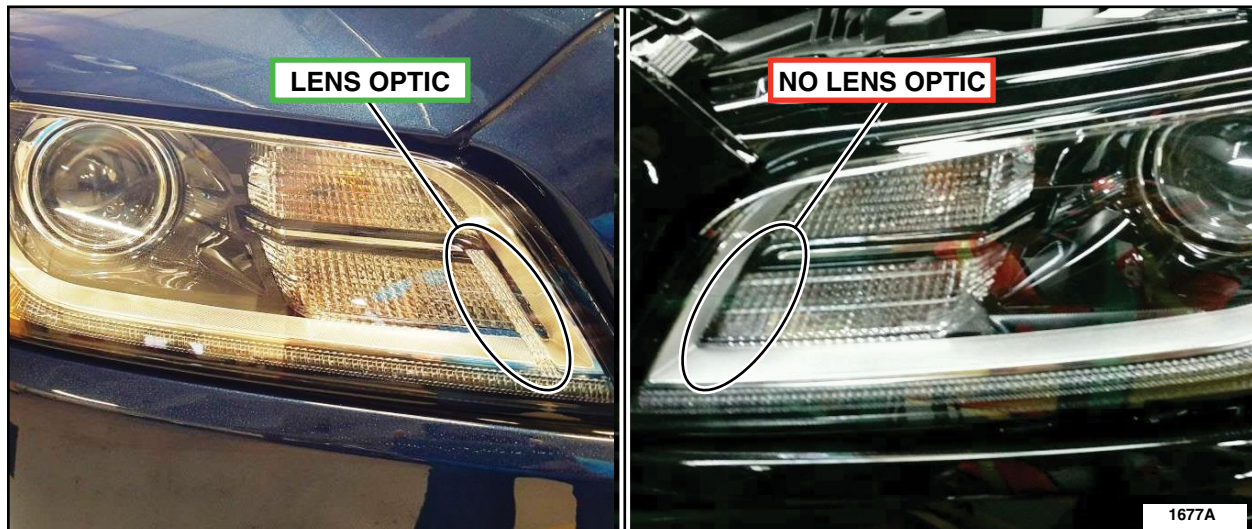


FIGURE 1





THE LINCOLN MOTOR COMPANY

The Lincoln Motor Company  
P. O. Box 1904  
Dearborn, Michigan 48121

November 2016

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

**Compliance Recall Notice 16C15 / NHTSA Recall 16V-731**  
**Aviso de Revisión de Cumplimiento 16C15**

Mr. John Sample  
123 Main Street  
Anywhere, USA 12345

Your Vehicle Identification Number (VIN): 12345678901234567

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

The Lincoln Motor Company has decided that your vehicle, with the VIN shown above, fails to conform to Federal Motor Vehicle Safety Standard (FMVSS) 108, lamps, reflective devices, and associated equipment.

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?** Your vehicle headlamps may have been misbuilt with incorrect lenses missing the optics necessary to meet turn signal visibility requirements.

**What will Lincoln and your dealer do?** The Lincoln Motor Company has authorized your dealer to inspect and if necessary, replace one or both headlamps free of charge (parts and labor).

**How long will it take?** Your vehicle requires an inspection to determine if a repair is needed. If necessary, 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?** The Lincoln Concierge Team will contact you to schedule an appointment to inspect your vehicle at a time and location convenient for you. You may also contact the Lincoln Concierge Center at 1-800-521-4140 or [www.lincolnowner.com](http://www.lincolnowner.com). Representatives are available 24 hours a day, 7 days a week.

**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.**

Your vehicle may be equipped with a diagnostic feature called the Vehicle Health Report which can inform you about all available recalls, as well as other key vehicle health information. Please see <https://owner.lincoln.com/vehicle-health> for more information.



**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 have questions or concerns, please contact our **Lincoln Client Relationship Center at 1-800-521-4140** and one of our representatives will be happy to assist you. Representatives are available 24 hours a day, 7 days a week. If you wish to contact us through the Internet, our address is: [www.Lincolnowner.com](http://www.Lincolnowner.com).

For the hearing impaired call 1-800-232-5952 (TDD).

**FLEET OWNERS:** If you have questions or concerns, please contact our **Fleet Customer Information Center at 1-800-34-FLEET**, choose Option #3, and one of our representatives will be happy to assist you. If you wish to contact us through the Internet, our address is: [www.fleet.ford.com](http://www.fleet.ford.com).

Representatives are available Monday through Friday: 8:00AM - 8:00PM (Eastern Time).

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](http://www.safercar.gov). Reference NHTSA Safety Recall 16V731.

**Para asistencia en Español**

Visite nuestro sitio web para ver este anuncio en Español al siguiente dirección: <https://es.owner.lincoln.com/recall>.

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.

Thank you for your attention to this important matter.

The Lincoln Motor Company