



Service Engineering Operations
Customer Service Division

Ford Motor Company
PO Box 1904
Dearborn, Michigan 48121

July 14, 2025

TO: All U.S. Ford and Lincoln Dealers

SUBJECT: **Customer Satisfaction Program 25B09**
Certain 2024-2025 Model Year F-150 Vehicles Equipped With Floor Console Gear
Shift Module (GSM)
Replace Floor Console GSM

REF: Technical Service Bulletin (TSB) 25-2276 Dated June 20, 2025 – Various GSM
concerns

PROGRAM TERMS

This program will be in effect through July 31, 2026. There is no mileage limit for this program.

URGENCY / EXPIRATION DATE

This Customer Satisfaction Program has an expiration date of July 31, 2026 to encourage dealers and customers to have this service performed as soon as possible.

AFFECTED VEHICLES

Vehicle	Model Year	Assembly Plant	Build Date Range
F-150	2024	Dearborn	June 3, 2024 through November 1, 2024
		Kansas City	June 7, 2024 through October 23, 2024
F-150 Lightning	2024	Rouge Electrical	June 3, 2024 through October 28, 2024
	2025		June 3, 2024 through October 18, 2024

U.S. population of affected vehicles: 10,549. Affected vehicles are identified in OASIS and FSA VIN Lists.

Note: The following Technical Service Bulletin (TSB) includes the same GSM hardware replacement part as this Customer Satisfaction Program:

- TSB 25-2276– Various GSM concerns.

Customer Satisfaction Program 25B09 will be closed automatically if repairs for this TSB are claimed.

REASON FOR THIS PROGRAM

On all of the affected vehicles, the GSM may experience a malfunction and the floor console GSM shifter may be unable to stow or un-stow when the gear shift stow button is pressed and an illuminated wrench light will be displayed on the Instrument Panel Cluster (IPC). The vehicle may be inoperable if the shifter is in the stowed position when the malfunction occurs. If the shifter is not in the stowed position when the malfunction occurs, the customer will still be able to drive the vehicle and may observe a wrench light on the IPC.

SERVICE ACTION

Dealers are to replace the Floor Console GSM. This service must be performed on all affected vehicles at no charge to the vehicle owner. For new vehicle storage guidelines, refer to EFC13033, Storage Guidelines for New Vehicles.

To assist vehicle owners to have this repair completed, 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.

OWNER NOTIFICATION MAILING SCHEDULE

Owner letters are expected to be mailed the week of July 21, 2025 or sooner. Dealers should repair any affected vehicles that arrive at their dealerships, whether or not the customer has received a letter.

ATTACHMENTS

- Administrative Information
- Labor Allowances and Parts Ordering Information
- Technical Instructions
- 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.

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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 July 14, 2025.

FSA VIN LISTS ACTIVATION

FSA VIN Lists will be available through <https://web.fsavinlists.dealerconnection.com> on July 14, 2025. Owner names and addresses will be available by July 25, 2025.

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 program 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 service action.

SOLD VEHICLES

- 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.
- Dealers are to prioritize repairs of customer vehicles over repairs of new and used vehicle inventory.

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STOCK VEHICLES

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

BRANDED / SALVAGED TITLE VEHICLES

Affected branded / salvaged title vehicles are eligible for this service action.

OWNER REFUNDS

Refunds are not approved for this program.

RENTAL VEHICLES

Rental vehicles are not approved for this program.

TOWING

If towing is required (vehicles with the GSM lever stuck in the stowed position) dealers are authorized to claim up to a maximum value of \$250 to provide towing services for this program.

MOBILE SERVICE CLAIMING QUESTIONS

- Dealers participating in the Remote Experience Program:
 - Ford and Lincoln Dealers - refer to EFC16629, Announcing the 2025 Remote Experience Program.
- Dealers NOT participating in the 2025 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.

FORD PICK-UP & DELIVERY

- Dealers participating in the Remote Experience Program:
 - Refer to EFC16629, Announcing the 2025 Remote Experience Program for additional details.
- Dealers NOT participating in the 2025 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.

Customer Satisfaction Program 25B09**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 modules not requiring an RVC, use normal diagnostics.**
- **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
- **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 August 31, 2024. FSA repairs will reject and the claim will not be paid if the repairing technician is not certified in STST Competency 10 FSA. See EFC15936 for more details.
- **Claim Entry:** Enter claims using Dealer Management System (DMS) or One Warranty Solution (OWS) online.
 - When entering claims:
 - Claim type 31: Field Service Action
 - Sub Code: 25B09
 - Customer Concern Code (CCC): P50
 - Condition Code (CC): 42
 - Causal Part Number: 7210, Quantity 0
 - 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.
- **Ford Pick-Up & Delivery:**
 - Dealers participating in the Remote Experience Program:
 - Refer to EFC16629, Announcing the 2025 Remote Experience Program for additional details.
 - Dealers NOT participating in the 2025 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.

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CLAIMS PREPARATION AND SUBMISSION (continued)

- **Mobile Repair:**
 - Dealers participating in the 2025 Remote Experience Program –
 - Ford and Lincoln - Refer to EFC16629, Announcing the 2025 Remote Experience Program for additional details.
 - Dealers NOT participating in the 2025 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 25B09MM along with the applicable Labor Operation Code for the repair (refer to the Labor Allowances table in Labor Allowances and Parts Ordering Information).
- **Provision for Towing:** For vehicles with the GSM lever stuck in the stowed position, dealers are authorized to claim up to a maximum value of \$250 to provide towing services for completing this program. Submit on the same line as the repair.
 - Program Code: 25B09
 - Misc. Expense: TOW
 - Misc. Expense: Claim up to \$250.00

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LABOR ALLOWANCES

Description	Labor Operation	Labor Time
<p>For 2024-2025 Model Year F-150 vehicles that had TSB 25-2276 performed with a GSM replaced: Claim this administrative allowance labor operation. Customer Satisfaction Program will be closed automatically.</p> <p>This Labor Operation Closes Customer Satisfaction Program 25B09.</p>	25B09A	0.2 Hours
<p>F-150 Lightning Vehicles - Equipped With 15.5 inch SYNC®-Screen:</p> <ol style="list-style-type: none"> 1. Replace GSM Module per Workshop Manual Section (WSM) 307-05. 2. Includes Module PMI and TRON module reprogramming (If prompted by FDRS). 3. Checking and Clearing DTC codes. <p>This Labor Operation Closes Customer Satisfaction Program 25B09.</p>	25B09B	1.0 Hours
<p>F-150 Vehicles - Equipped With 10.0 or 12.0 inch SYNC®-Screen:</p> <ol style="list-style-type: none"> 1. Replace GSM Module per Workshop Manual Section (WSM) 307-05. 2. Includes Module PMI and TRON module reprogramming (If prompted by FDRS). 3. Checking and Clearing DTC codes. <p>This Labor Operation Closes Customer Satisfaction Program 25B09.</p>	25B09C	0.8 Hours
<p>F-150 ALL Vehicles - GSM Module - Shifter Lever is Stuck in Stow or Down Position:</p> <ol style="list-style-type: none"> 1. Extra time to Un-Stow GSM -Shifter Lever. 2. Follow Workshop Manual Section (WSM) 307-05 under General Procedures – GSM – Vehicles With: Console Shift – Stuck in Stow procedure. <p>This Labor Operation can be used with 25B09B or 25B09C labor operations only.</p>	25B09D	0.1 Hours
<p>Mobile Service:</p> <p>This allowance is only for <u>non-eligible</u> 2025 Remote Experience Program Dealers.</p> <p>Can be used when the repair takes place away from the dealership.</p> <p>If Additional Time is Required Due to Travel, Please Submit an SSSC Approval Form.</p>	25B09MM	0.5 Hours

Customer Satisfaction Program 25B09

LABOR ALLOWANCES (Continued)

Description	Labor Operation	Labor Time
Ford Vehicle Pick-Up & Delivery Allowance: This allowance is only for <u>non-eligible</u> 2025 Remote Experience Program Dealers. NOTE: This allowance is for dealer-performed vehicle Pick-Up & Delivery for dealership repairs only. Can only be claimed once, regardless of outstanding FSAs repaired.	25B09PP	0.5 Hour

PARTS REQUIREMENTS / ORDERING INFORMATION

Service Part Number	Claim Quantity	Package Order Quantity	Number in Package	Description
* - 7210 - *	1	1	1	Floor Console GSM (VIN specific part number – Refer to parts catalog)

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

DEALER PRICE

For the latest prices, refer to DOES II.

PARTS RETENTION, RETURN, & SCRAPPING

Follow the provisions of the Warranty and Policy Manual, Section 1 - WARRANTY PARTS RETENTION AND RETURN POLICIES. If a replaced part receives a scrap disposition, the part must be scrapped by all applicable local, state, and federal environmental protection and hazardous material regulations. Federal law prohibits selling motor vehicle parts or components that are under safety, compliance, or emissions recall.

EXCESS STOCK RETURN

The excess stock returned for credit must have been purchased from Ford Customer Service Division by Policy Procedure Bulletin 4000.

REPLACED FSA PARTS INSPECTION AND SIGN OFF

Effective March 1st, 2021, all parts replaced as part of an FSA repair with a repair order open date of March 1st, 2021, or later must be inspected and signed off on the repair order by a member of your dealer's fixed operations management team or an employee the task has been delegated to. If the task is to be delegated to a non-management employee, the employee needs to be someone other than the technician who completed the repair and needs to understand the importance of completing this task consistently and accurately.

REPLACED FSA PARTS INSPECTION AND SIGN OFF (continued)

- All parts replaced as part of an FSA repair should be returned to the parts department following the Warranty Parts Retention and Return Policies.
- Inspect the replaced parts to verify the FSA repair was completed.
- If the FSA repair is found to be complete, the designated employee signs the repair order line or parts return stamp area (electronic or hand signed) for the FSA repair indicating the parts were inspected and validated to have been replaced.
- After the parts have been inspected, they should be handled based on the guidance in the parts status report in the Online Warranty System (Hold, Return, CORE, Scrap, etc.). Please visit FMCDEALER > PARTS & SERVICE > WARRANTY ADMINISTRATION & WARRANTY PARTS RETURN for the latest [Immediate Scrap List](#) information.
- This process is subject to review during warranty audits for FSA repairs with a repair order open date of March 1st, 2021, or later. Any eligible FSA claims requiring parts replacement found not to have been inspected and signed off during a warranty audit will be subject to chargeback and consideration for enrollment into the Dealer Incomplete Recall Repair Process.

Note: Other approvals (electronic or handwritten) for add-on repair lines, dealer-owned vehicle repairs, and repeat repairs do not qualify as FSA parts inspection approvals. The post-repair FSA parts inspection process (electronic or handwritten) is independent of other warranty approval requirements. The approval by the designated employee implies that the FSA parts were found to be replaced and must be able to be identified on the Repair Order. If multiple FSAs require approval on a single Repair Order, each applicable occurrence will require individual post-repair approval by the designated employee.