



NEWS BLAST: OCTOBER 2013

FORD CRUSHES AFTERMARKET COMPETITION WITH NEW 24 MONTH / UNLIMITED MILES SERVICE PARTS WARRANTY!



Ford Announces NEW Service Part Warranty!!!

2-Year/ UNLIMITED Miles



No Commercial Exceptions!



Labor Included*

*Ford Genuine and Motorcraft parts purchased or installed on or after October 1, 2013

Sold Over-the-Counter to a Fleet, Installer or Wholesaler

- For a fleet, general installer or wholesaler, warranty begins on the date of installation or resale.
- Parts & labor to replace defective part within 24 months/unlimited miles
- Fleets and Installer labor is reimbursable up to \$150/claim. Labor amount is calculated using the installer or fleet cost of labor.

Ford Motor Company designs replacement parts to meet or exceed the same standards of quality, safety, and reliability as originally found on Ford, Lincoln, or Mercury vehicles. Ford also incorporates new quality design improvements on older vehicle parts to make them even better than the originals in many cases. Access to original engineering specifications, extensive comparative testing, and superior quality controls have made Ford and Motorcraft branded parts the ONLY recommended parts for Ford, Lincoln, and Mercury vehicles. Now Ford is taking the “peace of mind” that comes with great quality to a level UNMATCHED by any known competitor. Ford now offers 24 MONTHS / UNLIMITED MILES warranty coverage on a manufacturer’s defective part, INCLUDING LABOR to replace it if necessary!*

* See your Ford or Lincoln dealer for specific Service Part Warranty terms and coverage applications.