

Part 573 Safety Recall Report

25V-271

Manufacturer Name : Ford Motor Company

Submission Date : APR 23, 2025

NHTSA Recall No. : 25V-271

Manufacturer Recall No. : 25C12



Manufacturer Information :

Manufacturer Name : Ford Motor Company

Address : 330 Town Center Drive

Suite 500 Dearborn MI 48126-2738

Company phone : 1-866-436-7332

Population :

Number of potentially involved : 326

Estimated percentage with defect : 100 %

Vehicle Information :

Vehicle 1 : 2025-2025 Ford F-150

Vehicle Type : LIGHT VEHICLES

Body Style : ALL

Power Train : NR

Descriptive Information : Ford's team reviewed plant records to determine the population of affected vehicles. Affected vehicles are missing the dashboard airbag warning label.

These vehicles are not produced in VIN order. Information as to the applicability of this action to specific vehicles can best be obtained by either calling Ford's toll-free line (1-866-436-7332) or by contacting a local Ford or Lincoln dealer who can obtain specific information regarding the vehicles from the Ford On-line Automotive Service Information System (OASIS) database

Production Dates : APR 04, 2025 - APR 08, 2025

VIN Range 1 : Begin :

NR

End : NR

☐ Not sequential

Description of Noncompliance :

Description of the Noncompliance : On affected vehicles, the dashboard airbag warning label was not installed. As such, these vehicles do not comply with FMVSS 208 Section 4.5.1 (e) Labeling and Owners Guide Information.

FMVSS 1 : 208 - Occupant crash protection

FMVSS 2 : NR

Description of the Safety Risk : A missing airbag warning label can lead to a lack of customer awareness of the airbag system and its deployment in the event of a crash; and can potentially hinder the customer's understanding of the airbag system functionality, increasing the risk of injury.

Description of the Cause : Due to a damaged network cable, an error proofing station in the Ford

Identification of Any Warning that can Occur :

assembly plant did not identify that certain vehicles required installation of an airbag dashboard warning label.

NR

Involved Components :

Component Name 1 : Airbag Warning Hang Tag

Component Description : Airbag Warning Hang Tag

Component Part Number : BU5A-13C361-BA

Supplier Identification :

Component Manufacturer

Name : Ford Motor Company

Address : 1 American Road

Dearborn Michigan 48126

Country : United States

Chronology :

On April 10, 2025, an issue pertaining to missing dashboard airbag warning labels was brought to Ford's Critical Concern Review Group (CCRG) for review. This issue was discovered when the Customer Acceptance Line (CAL) Right Hand Front relief inspector at Dearborn Truck Plant (DTP) informed the team leader and process coach that airbag hang tags were missing from Model Year (MY) 2025 F150 vehicles.

Further investigation determined that, on April 5, 2025, a damaged network cable caused a configuration update to fail at the error proofing station. This error proofing station indicates whether a vehicle requires a dashboard airbag warning label. Due to this failed update, certain vehicles that required a dashboard airbag warning label were built without the label.

Ford's CCRG reviewed the FMVSS 208 requirements and determined that the affected vehicles do not comply with section 4.5.1 (e) Labeling and Owners Guide Information of the regulation.

On April 16, 2025, Ford's Field Review Committee reviewed the concern and approved a field action.

Ford is not aware of any reports of accident or injury related to this condition.

Description of Remedy :

Description of Remedy Program :	Ford will mail owners the dashboard airbag warning label. Dealers will inspect unsold vehicles and install the required label, as necessary.
	Ford provided the general reimbursement plan for the cost of remedies paid for by vehicle owners prior to notification of a safety recall in May 2023. Owners who have paid to have these repairs completed at their own expense may be eligible for reimbursement, in accordance with the recall reimbursement plan on file with NHTSA.
How Remedy Component Differs from Recalled Component :	The remedy for this recall is to provide the missing warning label.
Identify How/When Recall Condition was Corrected in Production :	Not required per 49 Part 573.

Recall Schedule :

Description of Recall Schedule :	Notification to dealers is expected to occur on April 28, 2025. Mailing of owner notification letters is expected to begin May 5, 2025 and is expected to be completed by May 9, 2025.
Planned Dealer Notification Date :	APR 28, 2025 - APR 28, 2025
Planned Owner Notification Date :	MAY 05, 2025 - MAY 09, 2025

* NR - Not Reported