

Ford Motor Company Position on Scheduled Maintenance

MAINTENANCE INTERVALS

- Ford Motor Company recommends specific maintenance intervals for various parts and component systems based on extensive engineering and testing.
- Ford relies on this testing to determine the most appropriate time or mileage for replacement of oils and fluids needed to protect the vehicle at the lowest overall cost of ownership to the customer.
- Reducing maintenance intervals does not improve vehicle durability.
- Customer reminders (window decals, service drive menus, etc.) should adhere to scheduled maintenance guides

AFTERMARKET OIL & FILTERS

Improvements in engine and lubricant technology have led to extended recommended oil change intervals. Ford recommends use of Motorcraft® Oil & Oil Filters, which are approved by Ford Engineering to ensure optimal performance:

- Motorcraft Premium Synthetic Blend Motor Oil is manufactured with high viscosity synthetic base oils and specifically designed performance additives to ensure optimal performance over the entire oil change interval.
- Motorcraft Oil Filters use superior seals, pressure relief valves, anti-drain back valves, polyester and cellulose media with the capacity to handle today's extended drain intervals.
- Aftermarket oil and oil filters are not recommended by Ford Motor Company.

Customers purchasing "The WORKS" package, Lincoln Priority Service or receiving the FordPass/LincolnWay Complimentary Maintenance expect to receive Motorcraft Oil & Oil Filters. Those dealerships not using Motorcraft Oil & Oil Filters are not eligible to participate in "The WORKS" nationally advertised offers, Lincoln Priority Service incentives, consumer rebates or FordPass/Lincoln Way reimbursement.

CHEMICALS AND ADDITIVES

Ford Motor Company recommends against the use of all chemicals, treatments, or additive products not identified in the owner guide or unless specifically recommended in publications such as Technical Service Bulletins. Only approved chemicals, when used as instructed, are compatible with a vehicle's components and systems. Use of unapproved additives/chemicals that result in damage or failure to vehicle components and systems will not be covered under warranty by Ford.

SYSTEM FLUSHES vs. FLUID EXCHANGE

The following should be understood related to the topic of engine, transmission, steering and fuel system fluid flushing services:

- Demonstrating to a customer that specific fluids should be changed because of a change in their color is a misleading practice. Darkening of many fluids is normal in most cases.
- If flushing is required in conjunction with a transmission component repair, the dealership should perform a transmission fluid exchange with only the recommended transmission fluid. Use of chemical transmission flushes can damage the vehicle's transmission.
- Utilizing fluid exchange equipment is acceptable as long as Ford approved fluids are used.
- Fuel injection and diesel Exhaust Gas Recirculation system flushing is not considered scheduled maintenance by Ford Motor Company. Should the fuel injection system require cleaning to resolve a specific condition, chemicals meeting Ford requirements are recommended, such as Motorcraft Premium Fuel Injector Cleaner, Motorcraft Pressurized Injector Cleaner or Motorcraft Power Flush Injector Fluid.
- Ford Motor Company does not recommend flushing of Power Steering Fluid.
- Engine oil system flushing is not a Ford Motor Company approved maintenance procedure and is considered an unnecessary expense to your customers. If it is determined that internal engine cleaning is needed, replace the Motorcraft engine oil and filter with owner's manual specified products. Use of chemical/crankcase flushes can damage the vehicle's engine.
- Dealers should reference the scheduled maintenance guide and workshop manual when determining which fluids need exchanging.
- Use of unapproved additives/chemicals that result in damage or failure to vehicle components and systems will not be covered under warranty by Ford.

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Frequently Asked Questions

Why is Ford Motor Company against “flushing”?

Ford is not against flushing when used in a repair for a specific concern or when in conjunction with either a coolant or transmission fluid change at the recommended maintenance interval.

Ford is against flushing at intervals not recommended by the Company in the Owner's Maintenance Guide and for components not recommended for maintenance (Power Steering, Fuel Injection, etc.).

Ford and our Dealers have worked very hard to develop outstanding relationships with our customers through superior service, integrity, and trustworthiness. Selling unnecessary maintenance at high costs will quickly destroy customer loyalty that we have built together.

Why is Ford Motor Company taking a position on aftermarket chemicals?

The promise of only selling needed services is our commitment to the customer that the suggested maintenance guidelines cover all service requirements throughout the life cycle of the vehicle. To fulfill that promise and suggest the appropriate needed services, we rigorously test every system and component in our vehicles. As a result, we have determined that aftermarket chemicals and additives are not needed to maintain our products. Simply put, our vehicles are well engineered, and these products are not necessary.

What is Ford's primary concern regarding use of aftermarket chemicals in vehicle systems?

Ford Motor Company tests our components and systems to ensure that they meet our stringent engineering guidelines. We have no proof that aftermarket chemicals or additives enhance vehicle system performance or durability. As a result, there is a concern that these chemicals could cause damage to our vehicle's systems. We have not tested each of the aftermarket products offered by the numerous chemical companies and we have no plans to test every one of them.

You sell chemical additives – what difference does it make whose product I use?

Chemicals and additives are not all the same. Ford designs chemicals and additives for a specific purpose based on extensive testing. Aftermarket chemicals and additives are tested for a wide application and are not specific to Ford vehicle systems.

What gives Ford such confidence in their recommended fluids vs the aftermarket?

Ford utilizes state-of-the-art technology to develop and test our vehicle systems and components. The sheer complexity of those systems requires substantial resources (such as time, facility and knowledge), in order to validate the performance and compatibility of those components and fluids used in them.

Complexity such as 40 different friction materials that make up our transmission clutches and bands, along with 150 different elastomers and polymers in our internal components, hoses, O-rings, and gaskets. To ensure a thorough testing program, Ford takes 3 to 4 years to validate the performance and compatibility of a particular fluid, at a cost of \$30 million. No one in the industry spends those kinds of resources to test our products.

Is Ford going to provide me the same in-dealership training support for my advisors that I receive today?

Ford already provides a full training curriculum for Dealership Fixed Operations teams. We have studied both the aftermarket and competitive OEMs to build the best training in the industry. This is a substantial financial and manpower commitment and we are confident that, if properly applied, the curriculum is a major asset to our Dealers.

What is a “Ford approved” chemical?

Ford offers a line of Motorcraft chemicals which have been tested and approved for use in their specific component systems. Additional chemicals in the Motorcraft line should be used as recommended to address specific vehicle concerns as outlined in our workshop manuals or General/Technical Service Bulletins.

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Why should I follow the Ford maintenance schedule?

As a manufacturer, we have an obligation to ensure the long-term durability of our vehicles. We engineer, design, and test them. We rely on this vigorous testing to determine the most appropriate maintenance intervals to protect vehicle systems at the lowest cost to the customer. Using Ford/Motorcraft approved chemicals during scheduled maintenance provides the customers a service and saves them money by preventing more costly repairs.

The dealership makes a lot of money selling this product. Why shouldn't we sell it?

We have proven that these added chemicals are not needed to maintain Ford and Lincoln vehicles. We collectively spend millions of dollars every year to grow the Retail business and demonstrate to our customers the value of selling needed services. By selling unnecessary services at intervals more frequent than recommended, we undermine the campaign and reinforce any misconceptions that our customers may have about the Dealership service experience.