



Ford Division
Ford Motor Company

Chicago District Sales Office
2225 West North Avenue
Melrose Park, Illinois 60160

November 4, 1968

To: All Ford Dealers

We wish to advise you of some changes in the Ownercard Program for 1969 models and of the rules that apply in the determining of warranty coverage applicable to 1969 model vehicles sold and/or delivered prior to September 27, 1968.

The changes in the 1969 model warranties have required a revision to the Ownercard carrier and to the applicable warranty codes as identified in the last line of the personalized Ownercard. These changes will result in a slight delay in the issuance of the personalized Ownercards to owners of 1969 model cars and light trucks.

Due to this delay, it will be necessary to extend the time limit on the usage of the temporary Ownercard placed in the vehicle by the assembly plant. Temporary Ownercards may be used to imprint warranty claim forms on 1969 model vehicles until December 15, 1968 or until 45 days from the date of sale, whichever gives the greatest temporary Ownercard coverage. After December 15 the use of the temporary Ownercard will again be limited to 30 days from the date of sale of the vehicle as covered in the Warranty and Policy Manual.

Additional warranty identification codes as shown on the last line of the personalized Ownercard (See Subject 7.1, Page 3 of the Warranty and Policy Manual) will be used for 1969 models. These codes will be as follows:

- 1W This will identify the first owner of a 1969 passenger car or two-wheel drive light truck who is eligible for the full 12/12 and 5/50 warranty. This will be a white plastic personalized Ownercard on the regular white plastic carrier.
- 2W This will identify the second owner of a 1969 model passenger car or light truck who has purchased the 5/50 warranty before expiration of the basic 12/12 warranty period and who is eligible for remaining 12/12 basic warranty. For ease of identification, this personalized Ownercard will be tan plastic attached to the regular white plastic carrier.

All other codes as listed in the Warranty and Policy Manual will continue in effect including the 1A (First owner 24/24-5/50 for 1968 model owners) and 2DED (Second owner 5/50 deudotible for 1968 model owners) codes.

1969 model Econolines and Ford Club Wagons delivered prior to September 27 will automatically carry the 1968 model warranty and the Ownercards will be issued with a 1A code. Also, 1969 Ford Club Wagons ordered prior to September 27 but delivered on or after that date will be eligible for 1968 warranty coverage if a

bona fide retail order had been received by Ford prior to that date. Further, standard two-wheel drive light trucks ordered prior to September 27 but delivered on or after that date will be eligible for 1968 warranty coverage if a bona fide retail order had been received by Ford prior to that date and providing 1968 model warranty coverage was a condition of the sale. However, neither of these last two provisions is automatic; both will require district office approval. In requesting this approval dealers should determine that the conditions have been met and forward a copy of the original retail order showing the date prepared. The Ownercards for 1969 models delivered on or after September 27 but approved for 1968 model warranty coverage will carry an effective date of September 26, 1968. These changes should be inserted in your Warranty and Policy Manual until it is revised to include 1969 warranty changes.

Please contact this office if you have any questions pertaining to the 1969 warranty, the use of the temporary Ownercard or the revised warranty codes to be used on the permanent Ownercard for 1969 models.

Very truly yours,

A handwritten signature in cursive script, appearing to read "B. L. Cunniff". The signature is written in dark ink and is positioned below the typed name.

District Sales Manager