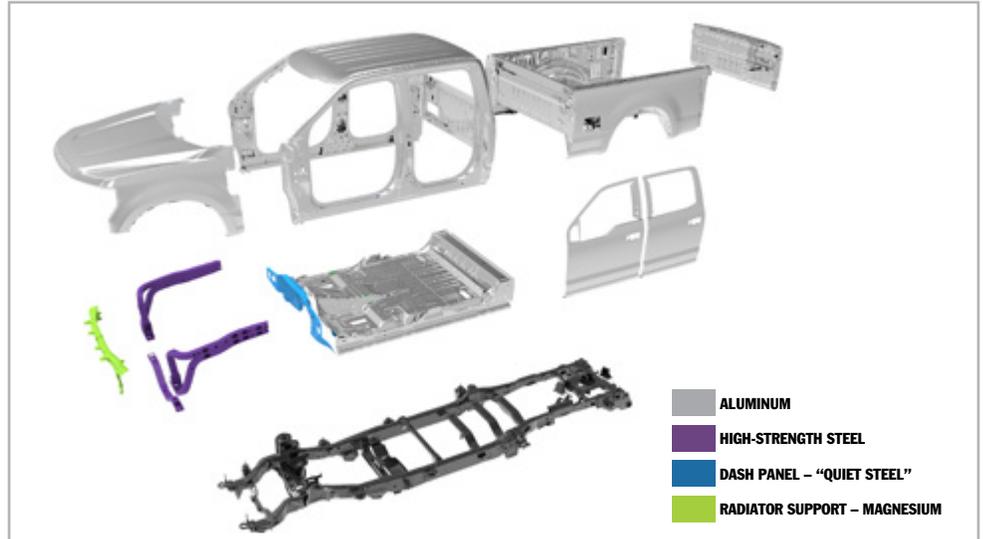


## New 2017 Ford F-Series Super Duty® Showcased at First Ever West Coast NACE

While the all-new Ford F-Series Super Duty is scheduled to arrive in showrooms later this year, Ford Motor Company has already begun the important process of introducing the 2017 model to the collision repair industry.

The recent NACE/CARS Conference & Expo—held in Anaheim, Calif., and making its first visit to the West Coast—was the backdrop as Ford began to familiarize repairers with some of the specifications and repair procedures for the Super Duty models. Those include the F-250, F-350, F-450 and F-550, which, like the F-150, now come equipped with high-strength, military-grade aluminum alloy body panels for the first time, as well as all-new, high-strength steel frames.

Ford’s mandate in designing the new Super Duty was similar to its goal with the F-150—to make it the toughest, smartest, most capable Super Duty the automaker has ever made. Not only is it tougher than the current model, the new materials produce an overall weight savings of up to 350 pounds, which helps improve towing capabilities, payload potential and fuel economy. In addition, the 2017 model—which Ford says has completed over 12 million miles of testing—also features significant durability improvements to the driveline and suspension components, including the axle, transfer case and driveshaft, to manage the increased torque, towing and payload.



The truck also features an all-new, high-strength steel frame that is stronger than in previous versions. The fully-boxed frame is now made of 95 percent high-strength steel for a foundation that’s up to 24 times stiffer when compared to previous generations.

“As we did with the F-150, we thought it was important to be at the forefront of the Super Duty’s launch and answer technicians’ questions face-to-face,” said Gerry Bonanni, Ford senior

damageability engineer. “Not only have we improved its overall reparability, we have also maximized the lessons we have learned from previous aluminum-intensive vehicles.”

Ford’s NACE/CARS display—fabricated to mimic a high-end collision repair facility—gave repairers a great chance to ask any questions, with representatives from the Ford National Body Shop Program, the Ford Collision Truckload

*Continued on page 2*

## 2017 Super Duty® Ride-and-Drive Event Stops at NACE

It wasn’t all collision repair at this year’s NACE/CARS Expo in Anaheim, as the Drive the Future of Tough Tour stopped by as well, giving attendees the opportunity to test drive the all-new 2017 Ford F-Series Super Duty. The ride-and-drive event was part of a 29-city cross-country tour

that kicked off in Indiana on July 8, and runs through Nov. 13 in Arizona.

The test route at NACE—located outside the OEM Training Stage—allowed truck consumers to experience Super Duty’s 17 class-exclusive

features in person, including adaptive steering, adaptive cruise control and Trailer Reverse Guidance.

Separate test routes allowed consumers the choice to test the new truck’s Trailer Reverse Guidance feature, or grab the wheel and take the truck on a six-to-eight-minute drive around the Anaheim Convention Center, with product experts along for the ride to explain the innovations and answer any questions.

“The new Super Duty takes the heavy-duty truck segment to the next level,” says Doug Scott, Ford truck group marketing manager. “The event lets truck customers learn how it provides best-in-class towing and hauling, and experience Super Duty’s class-exclusive features from the best place possible—the driver’s seat.”

The tour includes a variety of well-equipped F-250, F-350 and F-450 models in Lariat, King

*Continued on page 2*

### In this issue ...

- 2017 Escape Technical Repair ..... 2-3
- NACE Teams with Automechanika ..... 3
- Collision Truckload Update ..... 4
- TSBs ..... 5
- AkzoNobel Color App ..... 5





Ford Escape has long brought advanced technologies to the road and that tradition continues for 2017. In addition to three engines—which give Escape owners options to match their driving personalities—the 2017 model also features a wealth of driver-assist features, such as lane-keeping and driver-alert systems, adaptive cruise control, and collision warning with brake support, all packaged inside a confident, new design featuring an updated front end.

Here are some details for the 2017 Escape, followed by valuable repair information on how to properly section the A-pillar outer panel and reinforcement.

### Vehicle Highlights:

- Available SYNC® 3 with SYNC Connect lets customers stay connected to their Escape remotely via FordPass®.\*
- Escape is the first Ford vehicle to offer SYNC 3 plus Apple CarPlay™ and Android Auto™ support.
- Available driver-assist technologies include adaptive cruise control, collision warning with brake-support, enhanced active park-assist and a lane-keeping system.

## Feature Vehicle – 2017 Escape

- Enhanced interior features a redesigned center console with more interior storage than the previous model and easier access to a lighted USB port and power outlet.
- Newly designed front end gives Escape a capable, rugged stance.

\*FordPass, compatible with select Smartphone platforms, is available via a free download. Message and data rates may apply. SYNC Connect, an optional feature, is required for certain features.

### Engines:

- Standard 2.5-liter, four-cylinder with independent variable cam design (iVCT)
- Available 1.5-liter EcoBoost® with standard Auto Start-Stop Technology
- Available 2.0-liter twin-scroll EcoBoost, with standard Auto Start-Stop Technology

### Transmission:

- Six-speed automatic with SelectShift® capability

### Trim Levels:

- S, SE and Titanium

### Safety Features:

- AdvanceTrac® with Roll Stability Control™
- Safety Canopy® side air-curtain technology for first and second rows\*\*
- SOS Post-Crash Alert System\*\*

- MyKey® programmable vehicle key
- Five-Star Overall Safety Rating from NHTSA\*\*\*

\*\* Always wear your safety belt and secure children in the rear seat.

\*\*\* Highest Rating Attainable

### Vehicle Body:

- High-strength low-alloy (HSLA), ultra-high-strength (UHSS) and mild steels
- Roof outer panel constructed of mild steel
- Aluminum hood
- Steel liftgate
- Body-side outer panels constructed of mild steel
- Dual-phase steel (DP) in select body structure components
- Bolted, removable front fenders, hinged doors and hood
- Dent-resistant steel fenders
- Ultra-high-strength steel (UHSS) front and rear bumper beams
- Underbody components constructed of mild, dual-phase and high-strength steels
- Mastic pads used on floor pan for sound deadening

Continued on page 3

## New 2017 Ford F-Series Super Duty®



Continued from page 1

Program and Rotunda Tools and Equipment all on hand, along with a custom-built parts display showcasing bare aluminum-alloy body parts. Attached to the display was an interactive touch-screen that not only included the F-150 instruction sheets—which accompany each new genuine Ford replacement aluminum part for the truck and provide detailed repair information and options—but introduced similar instruction sheets for the new Super Duty as well.

Bonanni, joined by Ford Collision Marketing Manager Mark Mandl, also presented a series of seminars that included information on the features and repair options for the new Super Duty, as well as Ford's National Body Shop (NBS) program and its aluminum repair requirements.



“When we were developing the overall repair plan for the F-150—and now for the Super Duty—it was important to us there not be any sense of exclusivity,” said Bonanni. “If you have the proper tools and equipment, anyone can do aluminum repairs. It’s not harder, just different. One of our main goals at NACE/CARS was to inform repairers directly that the approved repair procedures for the trucks—including the structural repairs—are very similar to steel repair procedures, just with different techniques.”

More information on the new F-Series Super Duty can be found on [Motorcraftservice.com](http://Motorcraftservice.com), and additional repair-specific material is planned for future editions of *On Target*.

## 2017 Super Duty® Ride-and-Drive Event



Continued from page 1

Ranch and Platinum trim levels as well as interactive displays to help consumers understand how the all-new Super Duty is Built Ford Tough, starting with its high-strength steel frame construction and high-strength, military-grade, aluminum-alloy body and box panels.

Participants throughout the tour are also entering a sweepstakes to win an all-new 2017 F-Series Super Duty. The Drive the Future of Tough Tour will be in Las Vegas Nov. 1 – 5, and wrap up in Avondale, Ariz., Nov. 8 – 13. For more information, or to enter the sweepstakes, go to [SuperDutyDrive.com](http://SuperDutyDrive.com).

# 2017 Escape: A-Pillar Outer Panel Section and Reinforcement

Below is an outline covering the A-pillar outer panel section and reinforcement for the 2017 Ford Escape. For more in-depth repair information, on this and other Ford vehicles, please consult the Ford Workshop Manual, which can be found at [Motorcraftservice.com](http://Motorcraftservice.com).

## Tools / Equipment / Materials:

- Resistance spot-welding equipment
- Air body saw
- 8mm drill bit
- MIG/MAG welding equipment
- Spot-weld drill bit
- Locking pliers
- Metal bonding adhesive: TA-1, 3M™ 08115, Fusor® 108B

**WARNING:** Before beginning any service procedure, refer to health and safety warnings in Section 100-00: General Information. Failure to follow this instruction may result in serious personal injury.

## Removal

1. Remove the hood.
  - a. If needed, remove the windshield glass (refer to Section 501-11: Glass, Frames and Mechanisms, General Procedures)
2. Remove the following items:
  - a. Fender (Section 501-02: Front End Body Panels, Removal and Installation)
  - b. Front Door (Section 501-03: Body Closures, Removal and Installation)
  - c. Rocker Panel Molding (Section 501-08: Exterior Trim and Ornamentation)

**NOTE:** Due to the construction and design of the A-pillar inner reinforcement, no sectioning can be performed on this component. The inner reinforcement must be replaced at factory seams.

3. Determine the sectioning point and, using the air body saw, carefully cut the outer body panel only (**Figure 1**).

4. Remove the outer panel, using the spot-weld drill bit.
5. Remove the A-pillar reinforcement, using the spot-weld drill bit (**Figure 2**).

## Installation

1. Drill plug-weld holes in the new A-pillar reinforcement, using the 8mm drill bit (**Figure 3**).
2. Apply adhesive as indicated (TA-1, 3M™ 08115, Fusor® 108B) (**Figure 4**).
3. Install and spot-weld the new A-pillar reinforcement using the resistance spot-welding equipment (**Figure 5**).
4. Plug-weld the new A-pillar reinforcement, using the MIG/MAG welding equipment (**Figure 6**).
5. Install and spot-weld the new replacement outer panel, using the locking pliers and the resistance spot-welding equipment (**Figure 7**).
6. Seam-weld the replacement outer panel section, using the MIG/MAG welding equipment.
7. Finish the repair area(s) using typical metal-finishing techniques.
8. Apply a Ford-approved primer prior to seam-sealing the repair area.

**NOTE:** All areas must be sealed to production level.

9. Refinish using a Ford-approved paint system.
  10. Restore corrosion protection (Section 501-25: Body Repairs).
  11. Re-install the fender, front door, rocker panel molding (and windshield glass, if previously removed), following the initial steps in reverse order.
  12. Install and align the hood (Section 501-26: Body Repairs – Vehicle Specific Information and Tolerance Checks, Description and Operation).
- Please note that the illustrations are intended as a general guideline and are not all-inclusive. For additional questions, contact Ford Senior Damageability Engineer Gerry Bonanni at (313) 317-9000 or the Ford Crash Parts Hotline: [cphelp@fordcrashparts.com](mailto:cphelp@fordcrashparts.com)

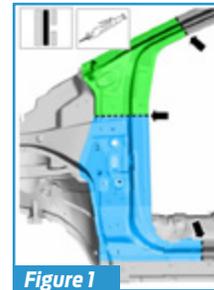


Figure 1

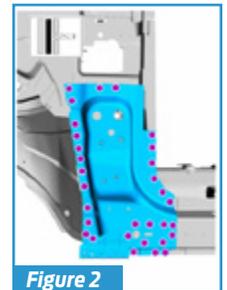


Figure 2

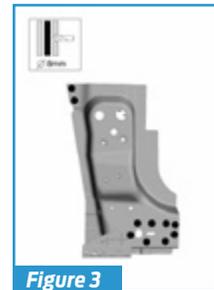


Figure 3

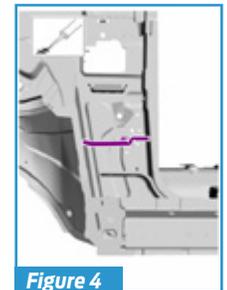


Figure 4

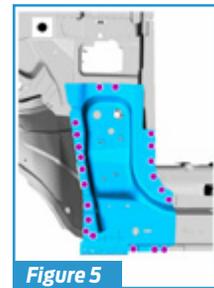


Figure 5

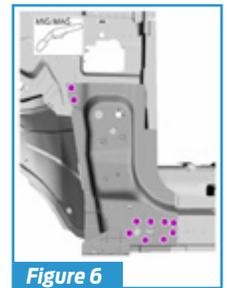


Figure 6

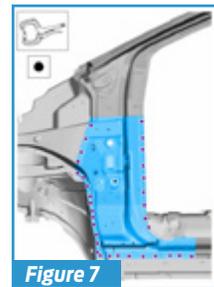


Figure 7

## NACE Combines with Automechanika Chicago

The Automotive Service Association has announced it has sold its NACE show to Messe Frankfurt, the organization that produces Automechanika Chicago, and that the two shows will merge into a single, new event that will be known as NACE Automechanika, starting next summer.

Automechanika Chicago, which held its inaugural show in April 2015, claims to be the largest U.S. trade show dedicated to high-end technical and management-related training for automotive collision and service repair shops. ASA will co-produce the collision repair

education content for the new show.

“By combining resources, this collaboration will provide the market with a unique opportunity to connect each segment of the industry thus serving the entire automotive collision and service repair audience,” said Dan Risley, ASA president and executive director.

The first NACE Automechanika is scheduled for McCormick Place in Chicago, Ill., July 26 – 28, 2017, with training July 27 – 29. It replaces the NACE show previously scheduled for Atlanta. The new show will remain in Chicago for every odd-numbered year, but

will travel across the U.S. during even-numbered years, beginning in 2018. A location for that event has not yet been selected.

CARS—the Congress of Automotive Repair and Service—held in conjunction with NACE for the last several years, will not be a part of NACE Automechanika. Risley said an announcement about CARS will be made in the near future.

For more information, visit [asashop.org](http://asashop.org) or [AutomechanikaChicago.com](http://AutomechanikaChicago.com).

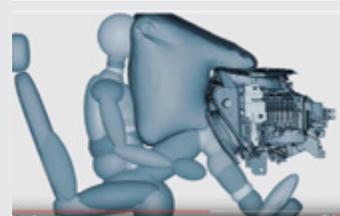
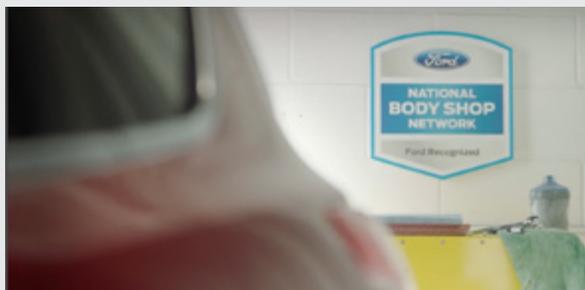
# Speak Up! To Keep Your Ford a Ford

Ford has rolled out a new video, this time urging consumers who often raise their voices about some of the little things in life, to do the same when it comes to the bigger things, like making sure their collision-damaged Ford vehicle is repaired at a Ford-approved collision center.

The brief video—posted to both the [Ford Parts](#) website and [YouTube](#)—reminds vehicle owners that the trained technicians at Ford-approved body shops know their vehicle and the genuine Ford parts needed to help make sure the collision repairs are done right the first time.

The latest release follows the recent [Why The Right Parts Matter](#) video series, which gives vehicle repair insight from an engineering perspective.

To learn more about why the right parts, insurance, and repairs matter to keep your Ford a Ford, visit [collision.ford.com](http://collision.ford.com) and check back often for new content throughout the year.



## Collision Truckload Program Grows

Ford Customer Service Division has expanded its Collision Parts Truckload Program with the addition of 73 new parts. Those additions include: 15 mirrors, 14 fender shields, eight tail lamps, six fascias, four headlamps, four step pads, four bumper bars, three isolators, three valances, two wheel covers, two side markers, two parking lamps, two grilles, two brackets, one steel bumper and one fog lamp.

58 of the new parts were added September 1—a month earlier than the program's usual time

frame—while 15 supplementary parts were added on October 1. While no deletions were made in September, 12 part numbers (radiators) were removed from the program in October.

“For nearly two decades, the Truckload Program has been a popular option for collision shops that want to provide the highest-quality repairs at affordable prices,” said George Gilbert, Truckload Program manager for FCSD. “The genuine OEM replacement parts sold on the program help give our vehicle owners the types of repairs they

expect and deserve, while also helping to reduce both repair cycle time and overall repair costs.”

For more information on FCSD's Collision Parts Truckload Program, or for a list of the 600+ parts currently available, contact your local Ford or Lincoln collision parts wholesaling dealer or the Ford Collision Parts Hotline at [cphelp@fordcrashparts.com](mailto:cphelp@fordcrashparts.com).

### INSIDE THE INDUSTRY

#### Nevada Reminds Insurers of Disclosure & Consent

The Nevada Division of Insurance recently sent a reminder to insurers regarding the state's laws and regulations pertaining to non-OEM parts and OEM repair procedures. The state requires disclosure to consumers that non-OEM parts will be used in a repair along with written consent before doing so. In addition, it requires repairs be made according to OEM specifications. The DOI said this was a routine reminder and that there weren't any specific complaints that prompted it.

#### State Farm Case Given the Go-Ahead

A federal judge has ruled the class-action case against State Farm for its alleged role in helping to elect Illinois Supreme Court Justice Lloyd Karmeier

can continue. The policyholders are suing the insurer for fraud, claiming it secretly funded his successful candidacy in 2004. Justice Karmeier proved to be the deciding vote in overturning the \$1 billion verdict against the insurer in the landmark *Avery v. State Farm* generic crash parts case in 2005.

#### Road Debris Collisions Up

Auto collisions involving road debris have spiked 40 percent since 2001, according to a new study by the AAA Foundation for Traffic Safety. Between 2011 and 2014, there were over 200,000 road debris-related collisions on U.S. roads, resulting in approximately 39,000 injuries and over 500 deaths. The study also found that almost 37 percent of fatal road debris collisions resulted from drivers steering away from the debris, with the resulting overcorrection leading to an increased loss of vehicle control.

#### Traffic Fatalities Rise

Preliminary figures released by the National Highway Traffic Safety Administration show the number of traffic-related fatalities in 2015 jumped to 35,200, a 7.7 percent increase over the 32,675 deaths recorded in 2014.

Meanwhile, estimates from the National Safety Council indicate 19,100 people have died on U.S. roads between January 1 and June 30 this year—up 9 percent from the same time frame last year and 18 percent from 2014—with an additional 2.2 million serious injuries.

#### VMT Continues to Climb

The surge in vehicle miles traveled is continuing throughout the U.S., with the Federal Highway Administration estimating June VMT at 282.3 billion miles, an increase of 3.2 percent versus the same month last year. For the first half of the year, total driving is up 3.3 percent, to 1.58 trillion miles.

*Continued on page 5*

**TECHNOLOGY TARGET**  
**NEW TECHNICAL SERVICE BULLETINS**

Ford Motor Company has released two collision repair-related Technical Service Bulletins (TSBs) in recent months, covering important information repairers need to know in order to fix their customers' vehicles right the first time. Here are the details on each:

**FORD PARTS**

**TSB 16-0020: VISTA ROOF OPENING PANEL - RATTLE AND/OR SQUEAK NOISE WHILE DRIVING WITH PANEL CLOSED**

**Issue:** Some 2015-2016 F-150 vehicles may exhibit a rattle and/or squeak noise from the vista roof opening panel while the panel is closed and the vehicle is being driven.

**Service Procedure:**

1. With the glass panel in the vent position, clean the rear and side rubber seals of the movable glass panel with isopropyl alcohol; in addition, clean the exposed sheet metal of the roof opening panel.
2. With the glass panel in the fully-open position, clean the front rubber seal area, as well as the remaining exposed sheet metal.
3. Apply isopropyl alcohol to a folded shop rag and insert it between the rear fixed glass panel seal and the roof opening sheet metal. Folding the rag around a flexible piece of plastic, such as an old credit card, may assist in this step (**Figure 1**).

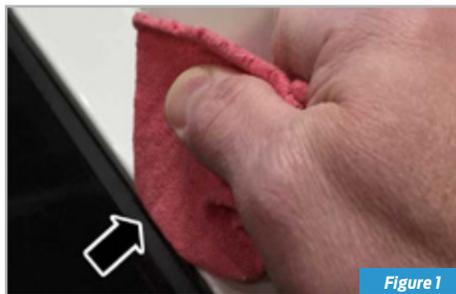


Figure 1



Figure 2

Dealers can get complete details on each of these TSBs at [FMCDealer.com](http://FMCDealer.com), while independent repairers should contact their local Ford or Lincoln wholesaling dealer for more information.

4. Apply a light film of Krytox® grease to the entire sheet metal roof opening of the movable glass panel and the front edge of the movable glass seal.
5. Hold the wind deflector down and apply Krytox® grease to both openings of the left and right front set plates (**Figure 2**).
6. Cycle the glass from open to closed, closed to vent, vent to closed, closed to open and open to closed.

**TSB 16-0033: WIND OR WHISTLE NOISE FROM EXTERIOR MIRROR(S) AT HIGHWAY SPEED – SUPERSEDES TSB 15-0130**

**Issue:** Some 2013-2016 Escape vehicles built on or before 1/22/2016 may exhibit a wind or whistle noise from the exterior mirror(s) at highway speed.

**Service Procedure:**

1. Remove the suspected mirror assembly, referring to the Ford Workshop Manual, Section 501-09: Rear-View Mirrors.
2. Remove the inner sail molded gasket/barrier (**Figure 1**).
3. Inspect the cavity below the electrical connector where the wiring feeds into the mirror for a foam block, which prevents air flow (**Figure 2**). If present, make sure the foam block is properly positioned to seal off all four sides and four corners of the cavity.



Figure 1



Figure 2

4. If the foam block is missing, install with locally available material and cut to the following dimensions: 30mm x 45mm x 50mm.
5. Reinstall the mirror on the vehicle.

**INSIDE THE INDUSTRY**

Continued from page 4

**Drowsy Driving Still a Major Issue**

A new report estimates 5,000 people were killed in 2015 as a result of crashes caused by drowsy driving. The Governor's Highway Safety Association study estimates 83.6 million sleep-deprived Americans take to the road each day. Currently, only two states—Arkansas and New Jersey—have laws specific to drowsy driving but enforcement of these laws has proven limited.

**AkzoNobel Announces New Color-Retrieval Software Application**

AkzoNobel is helping body shops work even more efficiently with a new color-retrieval web application, **MIXIT**. It is a quick and easy way for body shops to find the color they want, using a search function that fits all possible keywords, in any language, and even includes suggestions. As a responsive web application, MIXIT has been designed to work seamlessly on smartphones, tablets and PCs.

It is the ideal tool for customers using any of AkzoNobel's leading vehicle refinish brands, including Wanda, Sikkens Autocoat BT and U-TECH, as well as Sikkens and Lesonal, both of which are Ford-approved refinish paint systems and have passed the WSS-M2P-100-D aftermarket paint specification.

Another advantage of MIXIT is that it will be continually adapted and improved. This ensures all body shops will have the current information they need about paint brands and product lines at their fingertips, wherever they are in the world. The application analyzes user behavior to understand how customers can retrieve and match colors more efficiently. Every three weeks AkzoNobel uses this information to release an updated version of the application in which functionality is added and improved.

The MIXIT application can be accessed at [www.mixitcloud.com](http://www.mixitcloud.com).



# Get it right.



## From the source.

**Ford and Lincoln Dealers are the one-stop source for all of your collision repair needs.**

Not only are they a great source for technical and repair information, their Ford Motor Company Genuine Parts can help your body shop reduce cycle time, improve relationships with insurance companies and satisfy customers. So call your local Ford or Lincoln Wholesaling Dealership today for all your Genuine Parts needs.



FORD PARTS

## SHARE YOUR THOUGHTS

The purpose of **On Target** is to provide Ford and Lincoln dealership parts departments and independent collision repair shops with the general and technical information needed to deliver efficient, high-quality repairs to Ford, Lincoln and Mercury vehicle owners. In addition, information on parts wholesaling policies and procedures, and collision repair industry activities will also be featured.

**On Target** is scheduled to be published three times a year.

Your comments and article ideas are welcome.

You can e-mail **On Target** at: [cphelp@fordcrashparts.com](mailto:cphelp@fordcrashparts.com).

Additional copies of **On Target** are available on the home page on [FMCDealer.com](http://FMCDealer.com).

Independent collision repair shops should contact their Ford or Lincoln wholesaling dealer.

**On Target** is also available free of charge by clicking on the Ford page at [OEMIStop.com](http://OEMIStop.com).

## On Target

Produced for Ford and Lincoln wholesaling dealers and their collision repair customers.

### Editor

George Gilbert

### Contributors

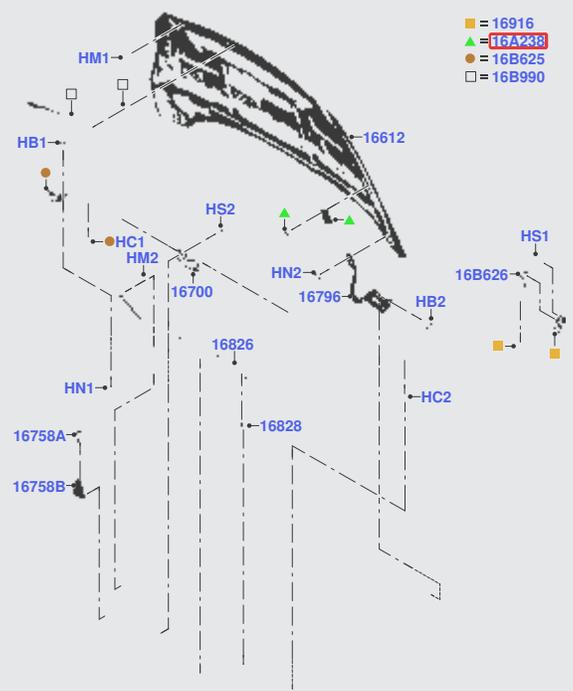
Chris Caris Kim Jennings  
Steven Lubinski Andrea Presnell



### Front Apron

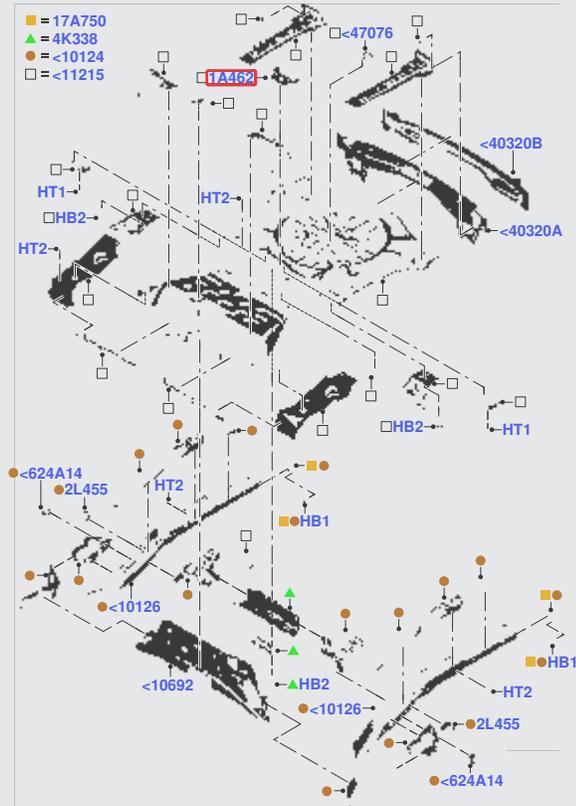


### Hood



5010220A  
05-2013  
M2  
F0250690-06

### Rear Floor Pan



### Inner Side Panels

