



## Sponsored Auction Locations



Ford Motor Company  
Pre-Owned Services

## How To Use:

Here is your 2011 guide to interpreting universal Vehicle Identification Numbers (VIN). This vehicle information applies to 2011 models only. For previous model VIN information, check sources at your local dealerships or log onto

[www.remarketing.dealerconnection.com](http://www.remarketing.dealerconnection.com)

The VIN data provided is preliminary and prepared for the exclusive use of Ford, Lincoln and Mercury dealers.

### Example:

Universal Vehicle Identification Numbers (VIN) have 17 "positions." There is a number or a letter in each position.

Typical VIN	1	F	M	Z	U	7	3	E	O	B	Z	A	6	9	1	0	1
Position Number		1-3	4	5-7	8	9	10	11					12-17				

Positions	1-3	World Manufacturer Identifier
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Position	4	Restraint System Type Brake Type and GVWR Class (Trucks and Vans Only)
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Positions	5-7	Line, Series, Body Type
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Position	8	Engine Type
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Position	9	Check Digit
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Position	10	Model Year
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Position	11	Assembly Plant
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Positions	12-17	Production Sequence Number
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### North American Fleet, Lease & Remarketing Operations

Marketing, Sales and Service, Regent Court Building  
16800 Executive Plaza Drive, Dearborn, Michigan 48126



### Certified Pre-Owned (CPO)

CPO dealer results:

- Average **turn rate** significantly faster than traditional used vehicles
- Average **gross profit** is higher than traditional used vehicles
- Over 50% of CPO customers have never purchased a previous Ford or Lincoln Mercury vehicle
- Visit <https://cpo.dealerconnection.com>



### Automotive Remarketing Services (ARS)

Sell your wholesale inventory in the Ford auction lanes.

- No enrollment fee
- Maximize resale values
- Quicken inventory turn
- Leverage the resources of Ford Sponsored Auctions
- **Call now for fast and toll free enrollment at 866-ARS-9142**



Ford Motor Company  
Sponsored Auctions

### Ford Sponsored Auctions

*Anytime, Anywhere:*

#### In the Lane

- Front-line ready vehicles nationwide

#### On the Internet

#### Broadcast Sales

- Purchase during "live" auctions using your desktop with Simulcast, Online Ringman, Live Global Bid and Liveblock

#### QUIC (Quality Used Internet Cars)

- View condition reports, window labels, vehicle images and purchase at [www.fordquic.com](http://www.fordquic.com)

- Visit [www.remarketing.dealerconnection.com](http://www.remarketing.dealerconnection.com) for all your Ford Remarketing needs.

**1. ADESA Boston**  
Framingham, Massachusetts  
Phone: 508-626-7000  
Fax: 508-626-7025

**2. ADESA Buffalo**  
Akron, New York  
Phone: 716-542-3300  
Fax: 716-542-3547

**3. ADESA Indianapolis**  
Plainfield, Indiana  
Phone: 317-838-8000/  
Fax: 317-838-8081

**4. ADESA Phoenix**  
Chandler, Arizona  
Phone: 480-961-1161  
Fax: 480-961-3941

**5. Manheim Baltimore-Washington**  
Elkridge, Maryland  
Phone: 410-796-8899/  
800-533-2923  
Fax: 410-799-0512

**6. Brasher's Sacramento Auto Auction**  
Rio Linda, California  
800-288-6882  
Fax: 916-991-5445

**7. Brasher's Salt Lake Auto Auction**  
Salt Lake City, Utah  
Phone: 801-322-1234/  
Fax: 801-322-1315

**8. Manheim Hawaii**  
Honolulu, Hawaii  
Phone: 808-840-8900  
Fax: 808-840-8959

**9. Manheim Atlanta**  
Atlanta, Georgia  
Phone: 404-762-9211/  
800-856-6107  
Fax: 404-669-5755

**10. Manheim Pittsburgh**  
Cranberry Township, Pennsylvania  
Phone: 724-452-5555  
Fax: 724-452-1310

**11. Manheim Dallas/Fort Worth**  
Euless, Texas  
Phone: 817-399-4000/  
866-462-6434/817-399-4000  
Fax: 817-399-4251

**12. Dealers Auto Auction Northwest**  
Spokane, Washington  
Phone: 509-244-4500  
Fax: 509-244-8253

**13. Dealers Auto Auction of OKC**  
Oklahoma City, Oklahoma  
Phone: 405-947-2886  
Fax: 405-942-8715

**14. Manheim Denver**  
Aurora, Colorado  
Phone: 303-343-3443/  
800-822-1177  
Fax: 303-343-6466

**15. Manheim Detroit**  
Carleton, Michigan  
Phone: 734-654-7100  
Fax: 734-654-7147

**16. Manheim Ft. Lauderdale**  
Davie, Florida  
Phone: 954-791-3520  
Fax: 954-453-8430

**17. Manheim Georgia**  
Atlanta, Georgia  
Phone: 404-349-5555  
Fax: 404-349-9951

**18. Manheim Chicago**  
Matteson, Illinois  
Phone: 815-806-4222  
Fax: 815-806-4228

**19. Manheim Nevada**  
Las Vegas, Nevada  
Phone: 702-730-1400  
Fax: 702-730-1541

**20. Manheim Tampa**  
Tampa, Florida  
Phone: 800-622-7292  
Fax: 813-247-6629

**21. Greensboro Auto Auction**  
Greensboro, North Carolina  
Phone: 336-299-7777  
Fax: 336-854-2689

**22. Manheim Kansas City**  
Kansas City, Missouri  
Phone: 816-452-4084  
Fax: 816-459-7711

**23. Manheim Auto Auction**  
Manheim, Pennsylvania  
Phone: 717-665-3571/  
800-822-2886  
Fax: 877-605-0377

**24. Manheim Metro Detroit**  
Flat Rock, Michigan  
Phone: 734-783-3799/  
800-242-6322  
Fax: 734-379-0275

**25. Manheim Minneapolis**  
Maple Grove, Minnesota  
Phone: 763-425-7653  
Fax: 763-493-0310

**26. Manheim Mississippi**  
North Hattiesburg, Mississippi  
Phone: 601-268-7550/  
Fax: 601-579-7202

**27. Manheim Nashville**  
Mount Juliet, Tennessee  
Phone: 615-773-3800  
Fax: 615-773-4850

**28. Manheim New Jersey**  
Bordentown, New Jersey  
Phone: 609-298-3400  
Fax: 609-298-4489

**29. Manheim New York**  
Newburgh, New York  
Phone: 845-567-8550  
Fax: 845-567-4399

**30. Manheim Ohio**  
Grove City, Ohio  
Phone: 614-871-2771  
Fax: 614-871-6897

**31. Manheim Riverside**  
Riverside, California  
Phone: 951-689-6000  
Fax: 951-358-0861

**32. Manheim San Antonio**  
San Antonio, Texas  
Phone: 210-661-4200  
Fax: 210-662-3169

**33. Manheim Seattle**  
Kent, Washington  
Phone: 253-872-6800  
Fax: 253-395-3342

**34. Southern Auto Auction**  
East Windsor, Connecticut  
Phone: 860-292-7500  
Fax: 860-292-7598

**35. Manheim Southern California**  
Fontana, California  
Phone: 909-822-2261  
Fax: 909-854-2215

**36. Manheim St. Louis**  
Bridgeton, Missouri  
Phone: 314-739-1300/  
800-533-5414  
Fax: 314-298-3347

**37. Manheim Texas Hobby**  
Houston, Texas  
Phone: 713-649-8233  
Fax: 713-640-8317

**38. Manheim Palm Beach**  
West Palm Beach, Florida  
Phone: 561-790-1200  
Fax: 561-333-4739

Your Guide for Vehicle Identification



2011 VIN GUIDE

VIN POSITIONS 1, 2, 3
VIN Code, Vehicle Manufacturer, Make, Type
PASSENGER CARS
TRUCKS AND MPVS
INCOMPLETE VEHICLES

VIN POSITIONS 5, 6, 7 VIN Code Line, Series, Body Type for Passenger Cars
FORD
MERCURY
LINCOLN

VIN POSITIONS 5, 6, 7 VIN Code Line, Series, Body Type for Passenger Cars
MERCURY
LINCOLN

VIN POSITIONS 5, 6, 7 Line, Series, Chassis, Cab Type or Body Type for Trucks, Multipurpose Passenger Vehicles (MPV's), Buses, Light, Medium & Heavy Trucks and Incomplete Vehicles (IV's):
VIN CODE, Line, Series, Chassis Type, Cab or Body Type, Vehicle Type

VIN POSITION 8 Engine Type-Displacement, Cylinders, Fuel Type, Manufacturer, and Horsepower (H.P.) Ratings
TABLE 2: LIGHT TRUCK/MPV
VIN CODE, Displacement/Litre, Cylinders, Fuel, Manufacturer, Net Brake H.P.

VIN POSITION 4 Restraint, Brake System and GVWR Class
Vehicle Type, Brake System, GVWR Class, GVWR Range, Restraint Category

VIN POSITIONS 5, 6, 7 VIN Code Line, Series, Body Type for Passenger Cars
MERCURY
LINCOLN

VIN POSITIONS 5, 6, 7 Line, Series, Chassis, Cab Type or Body Type for Trucks, Multipurpose Passenger Vehicles (MPV's), Buses, Light, Medium & Heavy Trucks and Incomplete Vehicles (IV's):
VIN CODE, Line, Series, Chassis Type, Cab or Body Type, Vehicle Type

VIN POSITIONS 5, 6, 7 VIN Code Line, Series, Body Type for Passenger Cars, Multipurpose Vehicles (MPVs), Buses and Incomplete Vehicles (IVs) with GVW Ratings of 4990 kg (11,000 lbs) or less:
VIN CODE, Line, Series, Chassis Type, Cab or Body Type, Vehicle Type

VIN POSITION 9 VIN Check Digit
The check digit must have a value of 0, 1, 2, 3, 4, 5, 6, 7, 8, 9, or X.
VIN POSITION 10 Vehicle Model Year
VIN Code, Year, VIN Code, Year

VIN POSITIONS 5, 6, 7 VIN Code Line, Series, Body Type for Passenger Cars
MERCURY
LINCOLN

VIN POSITIONS 5, 6, 7 VIN Code Line, Series, Body Type for Passenger Cars
MERCURY
LINCOLN

VIN POSITIONS 5, 6, 7 Line, Series, Chassis, Cab Type or Body Type for Trucks, Multipurpose Passenger Vehicles (MPV's), Buses, Light, Medium & Heavy Trucks and Incomplete Vehicles (IV's):
VIN CODE, Line, Series, Chassis Type, Cab or Body Type, Vehicle Type

VIN POSITION 8 Engine Type-Displacement, Cylinders, Fuel Type, Manufacturer, and Horsepower (H.P.) Ratings
TABLE 1: PASSENGER CAR
VIN CODE, Displacement/Litre, Cylinders, Fuel, Manufacturer, Net Brake H.P.

VIN POSITION 11 Vehicle Assembly Plant
VIN Code, Vehicle Assembly Plant Name: Location

Restraint Category
Code, Restraint Devices and Location

VIN POSITIONS 5, 6, 7 VIN Code Line, Series, Body Type for Passenger Cars
MERCURY
LINCOLN

VIN POSITIONS 5, 6, 7 Line, Series, Chassis, Cab Type or Body Type for Trucks, Multipurpose Passenger Vehicles (MPV's), Buses, Light, Medium & Heavy Trucks and Incomplete Vehicles (IV's):
VIN CODE, Line, Series, Chassis Type, Cab or Body Type, Vehicle Type

VIN POSITION 8 Engine Type-Displacement, Cylinders, Fuel Type, Manufacturer, and Horsepower (H.P.) Ratings
TABLE 2: LIGHT TRUCK/MPV
VIN CODE, Displacement/Litre, Cylinders, Fuel, Manufacturer, Net Brake H.P.

VIN POSITION 12-17 Sequential Vehicle Identifiers
Passenger Cars: A unique six digit numeric sequence code is assigned to each passenger car by the vehicle assembly plant of manufacture.
Trucks, MPV's, Buses and Incomplete Vehicles: A unique six digit alphanumeric sequence code is assigned for trucks, MPV's, buses and related incomplete vehicles.