



GENERAL MOTORS NORTH AMERICA
Structure & Safety Integration

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GENERAL INVESTIGATIONS
LABORATORY

March 17, 2004

Mr. K. N. Weinstein
Associate Administrator for Safety Assurance
National Highway Traffic Safety Administration
400 Seventh Street, S.W., Room 6321
Washington, D.C. 20590

04V-132 ① of ③

Dear Mr. Weinstein:

The following information is submitted pursuant to the requirements of 49 CFR 573.5 as it applies to a determination by General Motors of a noncompliance involving certain 2003-04 model year S-10 Pickup, Blazer, Sonoma Pickup and Jimmy trucks (S/T truck line).

573.6(c)(1): Chevrolet and GMC Divisions of General Motors Corporation.

573.6(c)(2)(3)(4): This information is shown on the attached sheet.

573.6(c)(5): General Motors has decided that certain 2003-04 model year Chevrolet S-10 Pickup and Blazer; GMC Sonoma Pickup and Jimmy trucks fail to conform to Federal Motor Vehicle Safety Standard 208, "Occupant Crash Protection." Some of these trucks include incorrect statements on one of the SIR caution labels. In every case, the owner's manual provided with the truck correctly describes the acceptable rear-facing child seat location for the particular truck configuration.

573.6(c)(6): In February 2004, a label audit was conducted because of a recall approved February 16, 2004, for mis-labeled sunshades on 2004 Malibu cars. Upon further auditing, a second incorrectly released label was discovered at the Linden Assembly Plant. Utilities have incorrect labels on passenger side sunshades without vanity mirrors, whereas crew cabs have incorrect labels on driver side sunshades without vanity mirrors. Both S/T utilities and crew cabs should have received the same correct label on both sunshades.

During the investigation, another incorrect sunshade label application was discovered on a 2003 S/T pickup produced at Shreveport Assembly. It was determined that all 2003 model year S/T pickups had incorrect labels on vehicles with passenger side sunshade vanity mirrors.

The Program Execution Team (PET) created a cost savings initiative for the S/T small truck line in November 2001. GM de Mexico (GMM) initiated engineering direction to implement this cost reduction in February 2002. The specified changes were intended to take cost out of S/T crew cab and utility models. During this time, GMM was not release-responsible for the S/T vehicle interior, but was releasing sunshade changes in concert with the GMNA specifications.

Specifically Crew Cabs - Linden Assembly: Incorrect labeling occurred when dual sunshade lighted vanity mirrors were replaced with a single non-lighted passenger side sunshade vanity mirror as base equipment. This made the standard driver side sunshade configuration without a mirror. Beginning on August 31, 2002, these S/T crew cabs received driver side labels that incorrectly referenced child seat installation in the front seat.

Specifically Regular and Extended Cab Pickups - Shreveport Assembly: When non-lighted passenger side sunshades became a new option on pickups, it should have resulted in a new label-specific passenger side sunshade. All 2003 S/T pickups with a single passenger side non-lighted mirror have a label on the passenger side sunshade that incorrectly references child seat installation in the back seat.



Specifically Utilities - Linden Assembly: In September 2002, the PET elected to reduce cost on 2004 model year S/T utility models by removing the passenger side sunshade vanity mirror on some vehicles depending on option level. The change direction originated from GMM shortly after they assumed release responsibility for interior on the carryover S/T small trucks. As a result, some 2003-04 S/T utilities without vanity mirrors had passenger side labels that incorrectly referenced child seat installation in the front seat.

On March 11, 2004, Product Investigations presented the issue to the FPE Director. The FPE Director reviewed the issue with the GMNA Senior Management Committee on March 12, 2004, and on March 15, 2004 the Field Action Decision Committee decided to conduct a noncompliance recall.

573.6(c)(8): This information will be included in the service procedure of the draft dealer bulletin when available.

Pursuant to 577.11(e), GM does not believe notification about reimbursement is required for this recall because reimbursement for noncompliant labels is excluded from GM's plan, as permitted by Part 573.

573.6(c)(8): General Motors plans to start notifying customers in the 2nd quarter of 2004, when the necessary parts are available. Draft copies of the dealer bulletin, owner notification and the scheduled mailing dates will be forwarded to NHTSA when available.

Sincerely,



Gay P. Kerr
Director

Product Investigations

**VEHICLES POTENTIALLY AFFECTED BY MAKE, MODEL, AND MODEL YEAR
PLUS INCLUSIVE DATES OF MANUFACTURE**

MAKE	MODEL SERIES	MODEL YEAR	NUMBER INVOLVED	INCLUSIVE MANUFACTURING DATES		DESCRIPTIVE INFO. TO PROPERLY IDENT. VEH.	EST. NO. W/CONDITION
				(FROM)	(TO)		
Chevrolet	S/T	2003	108,136	09/02	09/03	S-10 Pickup, Blazer S-10 Pickup, Blazer	A/ "
Chevrolet	S/T	2004	47,388	04/03	04/04		
GMC	S/T	2003	25,228	09/02	09/03	Sonoma Pickup, Jimmy Sonoma Pickup, Jimmy	" "
GMC	S/T	2004	3,190	04/03	02/04		
Grand Total:			183,922				