

Dealer TO: ALL CHEVROLET DEALERS

Salutation:

ATTENTION: SERVICE MANAGER, PARTS MANAGER AND WARRANTY ADMINISTRATOR

GM SERVICE AND PARTS OPERATIONS

DCS1172

URGENT DISTRIBUTE IMMEDIATELY

DATE: APRIL 16, 2004

SUBJECT: 04011 - NONCOMPLIANCE RECALL - AIR BAG WARNING LABEL

MODELS: 2004 CHEVROLET MALIBU

TO: ALL CHEVROLET DEALERS

ATTENTION: SERVICE MANAGER, PARTS MANAGER AND WARRANTY ADMINISTRATOR

PRODUCT FIELD ACTION ANNOUNCEMENT

General Motors is announcing Noncompliance Recall 04011 today. The total number of vehicles involved is 58,779. Please see the attached bulletin for details.

Mailing Information: Customer letter mailing will begin on April 21, 2004.

GM Vehicle Inquiry System (GMVIS): GMVIS information will be available on April 17, 2004.

Service Information System (SI): Bulletin 04011 is scheduled to be available in SI on April 30, 2004.

Campaign Initiation Detail Report (CIDR): The CIDR will be available in DealerWorld on April 19, 2004.

PLEASE DOUBLE CLICK ON THE ICON BELOW
THEN SINGLE CLICK ON THE LAUNCH BUTTON
TO VIEW OR PRINT THE BULLETIN

(See attached file: 04011 Bulletin.pdf)

END OF MESSAGE

GM SERVICE AND PARTS OPERATIONS



Recall Bulletin

File In Section: Product Recalls
Bulletin No.: 04011
Date: April 2004



F/CMVSS NONCOMPLIANCE RECALL

SUBJECT: AIR BAG WARNING LABEL

MODELS: 2004 CHEVROLET MALIBU

CONDITION

General Motors has decided that certain 2004 model year Chevrolet Malibu vehicles fall to conform to Federal/Canada Motor Vehicle Safety Standard 208, Occupant Crash Protection. The air bag warning labels on the driver and passenger sun visors do not have everything required by the Safety Standard.

CORRECTION

Corrected air bag warning labels are to be installed over the incorrect labels. Since these labels can easily be installed by the customer, and to reduce their inconvenience, the correct labels and application instructions will be mailed to customers of record. Dealers will receive labels for installation on the vehicles in inventory.

VEHICLES INVOLVED

Involved are certain 2004 model year Chevrolet Malibu vehicles built within these VIN breakpoints:

YEAR	DIVISION	MODEL	FROM	THROUGH
2004	Chevrolet	Malibu	4F100567	4F159345

IMPORTANT: Dealers should confirm vehicle eligibility through **GMVIS** (GM Vehicle Inquiry System) prior to beginning recall repairs. [Not all vehicles within the above breakpoints may be involved.]

For U.S.: For dealers with involved vehicles, a Campaign Initiation Detail Report containing the complete Vehicle Identification Number, customer name and address data has been prepared and will be loaded to the GM DealerWorld, Recall Information website. The customer name and address data furnished will enable dealers to follow up with customers involved in this recall.

For Canada: Computer listings containing the complete Vehicle Identification Number, customer name and address data of involved vehicles have been prepared, and are being

furnished to involved dealers. The customer name and address data will enable dealers to follow up with customers involved in this recall. Any dealer not receiving a computer listing with the recall bulletin has no involved vehicles currently assigned.

These dealer listings may contain customer names and addresses obtained from Motor Vehicle Registration Records. The use of such motor vehicle registration data for any other purpose is a violation of law in several states/provinces/countries. Accordingly, you are urged to limit the use of this listing to the follow-up necessary to complete this recall.

PARTS INFORMATION

Air bag warning labels will be mailed to owners of record and involved dealers (for dealer stock vehicles) at no charge. Additional labels, if required, for U.S. dealers can be ordered through the DealerWorld website at www.gmdealerworld.com, then click on the DWD Store link, or by calling 1-866-700-0001 and requesting labels for recall 04011; Canadian dealers should contact GM Canada's Recall Information Team by sending a fax with your request to 905-644-7846. **DO NOT ORDER THESE LABELS THROUGH GMSPO.**

SERVICE PROCEDURE

Important

To ensure proper adhesion of the label, the interior temperature of the vehicle must be at least 50°F (11°C).

1. Use a clean, dry cloth to dust/clean off the driver's sun visor.
2. Firmly hold the label and peel the protective liner from the backside of the label, being careful not to touch or contaminate the adhesive by allowing dirt or any foreign matter to come in contact with it.
3. Carefully align the new label to cover the old label and smooth down, especially around the edges. Apply pressure for approximately 3 to 5 seconds.
4. Repeat Steps 1 through 3 on the passenger's sun visor.

CLAIM INFORMATION

Submit a Product Recall Claim with the information indicated below:

REPAIR PERFORMED	PART COUNT	PART NO.	PARTS ALLOW	CC-FC	LABOR OP	LABOR HOURS
Install Label on Both Sun Visors	N/A	N/A	N/A	MA-96	V1119	0.2

* For Recall Administrative Allowance, add 0.1 hours to the "Labor Hours".

Refer to the General Motors WINS Claims Processing Manual for details on Product Recall Claim Submission.

CUSTOMER NOTIFICATION – For US and CANADA

General Motors will notify customers of this recall on their vehicle (see copy of customer letter included with this bulletin). The correct air bag warning label will be mailed to the customer of record for installation.

DEALER RECALL RESPONSIBILITY – For US States and Possessions

The US National Traffic and Motor Vehicle Safety Act provides that each vehicle that is subject to a recall of this type must be adequately repaired within a reasonable time after the customer has tendered it for repair. A failure to repair within sixty days after tender of a vehicle is prima facie evidence of failure to repair within a reasonable time. If the condition is not adequately repaired within a reasonable time, the customer may be entitled to an identical or reasonably equivalent vehicle at no charge or to a refund of the purchase price less a reasonable allowance for depreciation. To avoid having to provide these burdensome remedies, every effort must be made to promptly schedule an appointment with each customer and to repair their vehicle as soon as possible. In the recall notification letters, customers are told how to contact the US National Highway Traffic Safety Administration if the recall is not completed within a reasonable time.

This bulletin is notice to you that the new motor vehicles included in this recall may not comply with the standard identified above. Under Title 49, Section 30112 of the United States Code, it is illegal for a dealer to sell a new motor vehicle which the dealer knows does not comply with an applicable Federal Motor Vehicle Safety Standard. As a consequence, if you sell any of these motor vehicles without first performing the recall correction, your dealership may be subject to a civil penalty for each such sale.

DEALER RECALL RESPONSIBILITY - ALL

All unsold new vehicles in dealers' possession and subject to this recall must be held and inspected/repaired per the service procedure of this recall bulletin before customers take possession of these vehicles.

Dealers are to service all vehicles subject to this recall at no charge to customers, regardless of mileage, age of vehicle, or ownership, from this time forward.

Customers who have recently purchased vehicles sold from your vehicle inventory, and for which there is no customer information indicated on the dealer listing, are to be contacted by the dealer. Arrangements are to be made to make the required correction according to the instructions contained in this bulletin. A copy of the customer letter is provided in this bulletin for your use in contacting customers. Recall follow-up cards should not be used for this purpose, since the customer may not as yet have received the notification letter.

In summary, whenever a vehicle subject to this recall enters your vehicle inventory, or is in your dealership for service in the future, you must take the steps necessary to be sure the recall correction has been made before selling or releasing the vehicle.

Old bulletins are intended for use by professional technicians, NOT a "do-it-yourselfer". They are written to inform these technicians of conditions that may occur on some vehicles, or to provide information that could assist in the proper service of a vehicle. Properly trained technicians have the tools, equipment, safety instructions, and know-how to do a job properly and safely. If a condition is described, DO NOT assume that the bulletin applies to your vehicle, or that your vehicle will have that condition. See your dealer/retailer for information on whether your vehicle may benefit from the information.



**We Support
Voluntary
Technician
Certification**

April 2004

Dear General Motors Customer:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Federal regulation requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

Reason For This Recall: General Motors has decided that certain 2004 model year Chevrolet Malibu vehicles fail to conform to Federal/Canada Motor Vehicle Safety Standard 208, Occupant Crash Protection. The air bag warning labels on the driver and passenger sun visors do not have everything required by the Safety Standard.

What Will Be Done: A new air bag warning label will be installed on both sun visors, over the current air bag warning labels. Since the new labels can be easily installed, and to reduce your inconvenience, the labels and installation instructions are being sent with this letter. If you desire, however, you may take the labels to your dealer for installation. This service will be performed for you at no charge.

How Long Will The Repair Take? This label installation will take approximately 15 minutes. However, due to service scheduling requirements, your dealer may need your vehicle for a longer period of time.

Contacting Your Dealer: If you would like the labels installed for you, we recommend that you contact your dealer as soon as possible to schedule an appointment. Instructions for installing the labels have been sent to your dealer. Should your dealer be unable to schedule a service date within a reasonable time, you should contact the appropriate Customer Assistance Center at the listed number below:

Division	Number	Text Telephones (TTY)
Chevrolet	1-800-630-2438	1-800-833-2438
Puerto Rico – English	1-800-496-9992	
Puerto Rico – Español	1-800-496-9993	
Virgin Islands	1-800-496-9994	

If, after contacting the appropriate Customer Assistance Center, you are still not satisfied that we have done our best to remedy this condition without charge and within a reasonable time, you may wish to write the Administrator, National Highway Traffic Safety Administration, 400 Seventh Street, SW, Washington, DC 20590 or call 1-888-327-4236.

Customer Reply Form: The enclosed customer reply form identifies your vehicle. Presentation of this form to your dealer will assist in making the necessary correction in the shortest possible time. If you have installed the labels yourself or if you no longer own this vehicle, please let us know by completing the form and mailing it back to us.

Recall Information Online: More information about this recall (including frequently asked questions) is available online at the Owner Center at My GMLink. This free online service offers vehicle and ownership-related information and tools tailored to your specific vehicle. To join, visit www.mygmilink.com and enter your Vehicle Identification Number (VIN) included with this letter to get the most personalized information for your vehicle.

We are sorry to cause you this inconvenience; however, we have taken this action in the interest of your safety and continued satisfaction with our products.

General Motors Corporation

Enclosure

Label Installation Instructions

Important: To ensure proper adhesion of the label, the interior temperature of the vehicle must be at least 50°F (11°C).

1. Use a clean, dry cloth to dust/clean off the driver's sun visor.
2. Firmly hold the label and peel the protective liner from the backside of the label, being careful not to touch or contaminate the adhesive by allowing dirt or any foreign matter to come in contact with it.
3. Carefully align the new label to cover the old label and smooth down, especially around the edges. Apply pressure for approximately 3 to 5 seconds.
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