



Campaign Service

BULLETIN

IMPORTANT SERVICE INFORMATION FOR:

- ✓ SERVICE MANAGER
- ✓ SERVICE ADVISOR
- ✓ TECHNICIAN
- ✓ PARTS DEPARTMENT
- ✓ WARRANTY PERSONNEL

BULLETIN NUMBER:
SB10-09-S001

ISSUE DATE:
September 2010

GROUP:
Brakes

BRAKE LAMPS INOPERATIVE OR CONTINUOUS ILLUMINATION SAFETY RECALL 09V-310



AFFECTED VEHICLES

- **2006-2008 Isuzu I-Series Pick ups**
Registered in Alabama, Arizona, Florida, Georgia, Hawaii, Louisiana, Mississippi, Nevada, New Mexico, Puerto Rico, South Carolina, Texas, U.S. Virgin Islands, Utah

INFORMATION

CONDITION

General Motors has decided that a defect, which relates to motor vehicle safety, exists in **2006 - 2008** model year Isuzu I-Series Pick up vehicles registered in Alabama, Arizona, Florida, Georgia, Hawaii, Louisiana, Mississippi, Nevada, New Mexico, Puerto Rico, South Carolina, Texas, U.S. Virgin Islands, and Utah. Some of these vehicles have a brake lamp switch that may not work as designed due to contamination in the switch. Performance of the brakes is not affected. However, this condition could cause the simultaneous loss of all brake lamps or cause all of the brake lamps to stay on continuously. Both of these conditions could fail to warn others of the driver's intentions and could lead to a vehicle crash. Also, if equipped, the cruise control could become inoperative.

CORRECTION

Service Facilities are to install a new brake lamp switch assembly.

VEHICLES INVOLVED

Involved are **2006 - 2008** model year Isuzu I-Series Pick up vehicles registered in Alabama, Arizona, Florida, Georgia, Hawaii, Louisiana, Mississippi, Nevada, New Mexico, Puerto Rico, South Carolina, Texas, U.S. Virgin Islands, and Utah.

Service Facility Responsibility

Isuzu Service Facilities are required to service all eligible vehicles at no charge to the Owner, regardless of mileage, age of vehicle or ownership. Whenever a vehicle subject to this campaign is in a dealer's vehicle inventory, or arrives at the dealership for service,

the Service Facility must take the necessary steps to ensure that this campaign correction has been made before releasing the vehicle.

Each Isuzu Service Facility will be supplied a copy of the AIMI Campaign Report (AWS-123-1A) listing affected vehicles assigned to that facility. The report contains VIN and detailed owner information obtained from state motor vehicle registration records. The use of such motor vehicle registration data for any other purpose is a violation of the law in several states. Accordingly, Service Facilities are urged to limit the use of this listing to the follow-up necessary to complete this campaign.

The 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 National Highway Traffic Safety Administration if the recall is not completed within a reasonable time

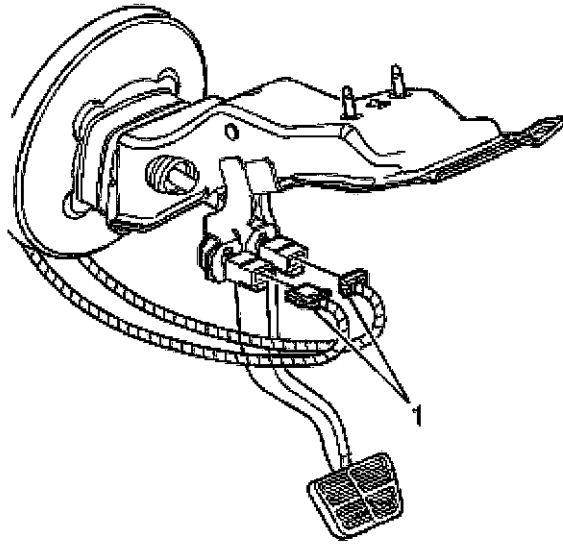
PARTS INFORMATION

Parts required to complete this recall are to be obtained from American Isuzu Parts Distribution Network (AIPDN). Please refer to your "involved vehicles listing" before ordering parts. Normal orders should be placed on a stock order. In an emergency situation, parts should be ordered on a VOR order (Vehicle Off Road).

Part Number	Description	Quantity/Vehicle
8-20913-529-0	Switch, S/LP	1
2-90028-700-0	Campaign Label	1

SERVICE PROCEDURE

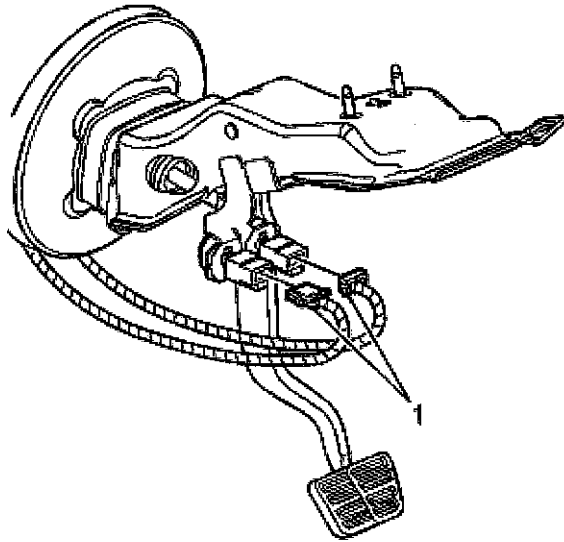
- 1. Remove the stop lamp switch from the vehicle.**
 - a. Disconnect the stop lamp switch electrical connectors (1).



- b. Rotate the switch counterclockwise.
- c. Remove the switch from the bracket.
- d. Remove the switch from the vehicle.

2. Install a new stop lamp switch.

- a. Position the switch near the bracket.
- b. Ensure the switch key-way is properly indexed to the plastic retainer.
- c. Install and adjust the switch.
 - i. Rotate the switch counterclockwise, allowing the retainer to release.
 - ii. Pull the brake pedal rearward to full stop.
 - iii. Important: Do not move the brake pedal during switch adjustment as this will cause an over-adjusted switch which could cause brake drag.
 - iv. While holding the brake pedal FIRMLY in position rearward, push the switch inward fully until the switch body contacts the brake pedal arm striker plate.
 - v. At this point the plunger in the switch should be pushed in.
 - vi. Rotate the switch clockwise until a "click" is heard.
 - vii. The switch is properly adjusted when there is 7 mm (0.028 in) clearance between the end of the switch barrel and the striker plate on the brake pedal arm.



- d. Connect the stop lamp switch electrical connectors (1).
- e. Check the switch for proper operation.

CUSTOMER REIMBURSEMENT – For US

All customer requests for reimbursement of previously paid repairs for the recall condition will be handled by the Owner Relations Center, not by service facilities.

A Reimbursement Procedure and Claim Form are included with the customer letter.

IMPORTANT: Refer to the Isuzu Service Policies and Procedures Manual for specific procedures regarding customer reimbursement and the form.

CUSTOMER REIMBURSEMENT – Puerto Rico and the U.S. Virgin Islands

Customer requests for reimbursement of previously paid repairs for the recall condition are to be submitted to the dealer or distributor by September 30, 2011.

When a customer requests reimbursement, they must provide the following:

- Proof of ownership at time of repair.
- Original paid receipt confirming the amount of repair expense(s) that were not reimbursed, a description of the repair, and the person or entity performing the repair.

Claims for customer reimbursement on previously paid repairs are to be submitted as required by ICS.

IMPORTANT: Refer to the Isuzu Service Policies and Procedures Manual for specific procedures regarding customer reimbursement and the form.

CLAIM INFORMATION

1. Submit a claim using the table below.

Labor	Description	Labor	Net
-------	-------------	-------	-----

Code		Time	Item
09V2302	Replace Brake Lamp Switch	0.2	N/A
09V2303	Customer Reimbursement – Puerto Rico/U.S. Virgin Islands only	0.0	*

- The amount identified in the “Net Item” column should represent the dollar amount reimbursed to the customer. “Net Item” amounts should be claimed as a Special Claim using sublet code “CR”.

OWNER NOTIFICATION

Isuzu Motors America LLC will send a notification letter to owners of affected vehicles already retailed (see enclosed copy). Dealers should follow up with all vehicle owners listed in the AIMI Campaign Report (AWS-123-1A) as necessary.

OWNER LETTER

Dear Isuzu Customer:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

o WHAT IS THE CONDITION

General Motors has decided that a defect that relates to motor vehicle safety exists in certain 2006-2008 model year Isuzu I-Series Pick-up vehicles. As a result, Isuzu Motors America, LLC is conducting a safety recall. We apologize for this inconvenience. However, we are concerned about your safety and continued satisfaction with our products. The brake lamp switch in your vehicle may not work as designed due to contamination in the switch. Performance of the brakes is not affected. However, this condition could cause the simultaneous loss of all brake lamps or cause all of the brake lamps to stay on continuously. Both of these conditions could fail to warn others of the driver's intentions and could lead to a vehicle crash. Also, if equipped, the cruise control will become inoperative.

o WHAT WE WILL DO

Your Isuzu Service Facility will install a new brake lamp switch assembly. This service will be performed for you at **no charge**.

o WHAT YOU SHOULD DO

To limit any possible inconvenience, we recommend that you contact your Isuzu Service Facility as soon as possible to schedule an appointment to bring your vehicle in to have this work performed. Present this Owner Notification Letter at the time of your appointment or refer to Campaign Service Bulletin SB11-04-S001. Isuzu estimates that the repair will take between approximately 15 and 20 minutes to perform. However, additional time may be necessary depending on how appointment are scheduled and

processed at your dealership. To locate the nearest Isuzu dealer, visit our website at www.isuzu.com and click on the dealer locator icon and enter your zip code or state. Should you not have access to a computer terminal please contact our National Owner Relations Department at the number listed below.

If you have any problems obtaining the needed repair or believe that this repair has not been or cannot be made within a reasonable time, you may contact:

Isuzu Owner Relations Department
Isuzu Motors America, LLC
1400 South Douglass Road Suite 100
Anaheim, CA 92806
1-800-255-6727.

If after contacting your dealer and the Customer Assistance Center, you are still not satisfied 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, 1200 New Jersey Avenue, SE, Washington DC 20590, or call the toll-free Vehicle Safety Hotline at 1.888.327.4236 (TTY 1.800.424.9153), or go to <http://www.safercar.gov>.

o REIMBURSEMENT

The enclosed form explains what reimbursement is available and how to request reimbursement if you have previously paid for repairs for the recall condition.

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

Sincerely, Isuzu Motors America, LLC.

IMPORTANT: *If you have sold or traded your Isuzu vehicle, please enter the owner's name and address, if known, on the attached "Change of Information" postcard, tear off at both perforations, and drop it in the mail. Postage has already been paid. We will contact the new owner.*

Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days. Lessor means a person or entity that is the owner, as reflected on the vehicle title, of any five or more leased vehicles.

CUSTOMER REIMBURSEMENT PROCEDURE

If you have paid to have this condition corrected prior to this notification, you may be eligible to receive reimbursement.

Requests for reimbursement may include parts, labor, fees and taxes. Reimbursement may be limited to the amount the repair would have cost if completed by an authorized dealer.

Your claim will be acted upon within 60 days of receipt.

If your claim is:

- Approved, you will receive a check,
- Denied, you will receive a letter with the reason(s) for the denial, or
- Incomplete, you will receive a letter identifying the documentation that is needed to complete the claim and offered the opportunity to resubmit the claim when the missing documentation is available.

To file a claim for reimbursement, please follow the instructions on the Claim Form provided on the reverse side of this procedure. If you have any questions or need assistance, please contact the Isuzu Owner Relations Center at 1-800-255-6727, or email at customerservice@isza.com.

CUSTOMER REIMBURSEMENT CLAIM FORM

This section to be completed by Claimant

Date Claim Submitted: _____

17-Digit Vehicle Identification Number (VIN): _____

Mileage at Time of Repair: _____ Date of Repair: _____

Claimant Name (please print): _____

Street Address or PO Box Number: _____

City: _____ State: _____ ZIP Code: _____

Daytime Telephone Number (include Area Code): _____

Evening Telephone Number (include Area Code): _____

Amount of Reimbursement Requested: \$ _____

The following documentation must accompany this claim form.

Original or clear copy of all receipts, invoices, and/or repair orders that show:

- The name and address of the person who paid for the repair.
- The Vehicle Identification Number (VIN) of the vehicle that was repaired.
- What problem occurred, what repair was done, when it was done, and who did it.
- ~~The total cost of the repair expense that is being claimed.~~
- Payment for the repair in question and the date of payment.
(copy of front and back of cancelled check, or copy of credit card receipt)

My signature to this document attests that all attached documents are genuine and I request reimbursement for the expense I incurred for the repair covered by this letter.

Claimant's Signature: _____

Please mail this claim form and the required documents to:

**Isuzu Owner Relations Center
1400 S. Douglass Road, Suite 100
Anaheim, Ca. 92806**

Reimbursement questions should be directed to the following number:

1-800-255-6727

Or E mail at customerservice@isza.com