

GM CUSTOMER CARE AND AFTERSALES  
DCS2425  
URGENT - DISTRIBUTE IMMEDIATELY

Date: June 24, 2010

Subject: 10153 – Product Safety Recall  
Heated Windshield Washer Module Short Circuit  
Permanently Disable and Remove Module  
Additional Information - \$100 Check Process and  
Customer Declines Repair

Models: 2006-2009 Buick Lucerne  
2008-2009 Buick Enclave  
2006-2009 Cadillac DTS  
2007-2009 Cadillac Escalade, Escalade ESV, Escalade  
EXT  
2008-2009 Cadillac CTS  
2007-2009 Chevrolet Avalanche, Silverado, Suburban,  
Tahoe  
2009 Chevrolet Traverse  
2007-2009 GMC Acadia, Sierra, Yukon, Yukon XL  
2006-2009 HUMMER H2  
2007-2009 Saturn OUTLOOK  
Equipped with Heated Washer Fluid System (RPO  
XA7/CHW)

To: All Buick, Cadillac, Chevrolet, GMC, HUMMER and  
Saturn Dealers

Attention: General Manager, Service Manager, Parts Manager,  
New  
Vehicle Sales Manager, Used Vehicle Sales Manager  
and Warranty Administrator

General Motors released Product Safety Recall 10153 on June 8, 2010. The total number of U.S. vehicles involved is approximately 1.4 million.

The service procedure required to complete this recall also involves the issuance of a \$100.00 check by the servicing dealer to the customer of record. This check compensates the customer for the loss of the heated washer fluid system.

This message provides additional information relative to identifying the customer of record and what to do if a customer declines the recall repair.

For the purposes of this recall, the customer of record is to be identified as the person or company whose name appears on the vehicle's state registration document. Prior to issuing the \$100.00 check, please ensure the subject vehicle's state registration has not expired and is otherwise valid.

If a customer initially declines the recall repair, please make sure that he/she fully understands the possible consequences.

“An unattended (vehicle parked - key not on) under hood fire that can occur at any time and possibly involve nearby vehicles or structures.”

If the customer still refuses, please document this event on a repair order with his/her signature and retain at your dealership.

Attached are some questions and answers that may assist with the administration of this recall.

END OF MESSAGE

GM CUSTOMER CARE AND AFTERSALES

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## **Q&A for Recall 10153 - Heated Windshield Washer Module Short Circuit**

### **Q1. Why are we compensating customers for a recall?**

A1. This is a special case where we are not confident a repair would work. This is why we are removing this feature from the vehicle. Compensating the current customer of record for this loss is an appropriate gesture.

### **Q2. What is the original cost of the Heated Washer Fluid System?**

A2. The system was priced in several ways; as standard equipment, as a stand-alone option and as part of an option package. We analyzed these scenarios and determined that \$100 is an appropriate estimate of the value of the feature.

### **Q3. How much will each customer receive?**

A3. Customers will receive a \$100 check from their servicing dealer within 30 days of recall completion.

### **Q4. Why can't GM issue the checks?**

A4. Due to their age, our original sales records will not reflect any subsequent vehicle transactions or owner changes. Additionally, we don't have an in-house system that can handle this number of checks. So we are depending on our dealers to help execute this safety recall.

### **Q5: When will customers be notified about having this feature disabled?**

A5: Customers should begin receiving letters in the mail in mid-June. However, they can go to their local dealer any time (even in advance of receiving a letter) to have the system disabled.

### **Q6. Are all of the VINs involved in this recall identified in the GWM-IVH (GMVIS2) application?**

A6. Yes, all involved VINs have been updated for this recall.

### **Q7. How do I identify the current customer of record?**

A7. For the purposes of this recall, the current customer of record is to be identified as the person or company whose name appears on the vehicle's state registration document (unless specifically excluded). Prior to issuing the \$100.00 check, please ensure the subject vehicle's state registration has not expired and is otherwise valid.

### **Q8. What should I do if a vehicle registration document is not available?**

A8. If the vehicle is not currently registered or a valid registration document is not available, the \$100 check should not be issued.

**Q9. What if the customer objects to this policy?**

A9. If the customer cannot produce a valid state registration document that shows the vehicle in question is currently registered in his/her name, the decision not to issue the \$100 check is correct. If the customer still disagrees, please refer him/her to the GM Customer Assistance Center.

**Q10. If a check is not issued, how should the recall claim be submitted?**

A10. If a final determination is made not to issue a check, the \$100 net item amount should not be claimed. Only the labor cost for the repair should be submitted.

**Q11. Can you provide examples of the various customer scenarios I can expect?**

A11. Certainly, listed below are examples with the preferred resolution.

- Retail Customer – Vehicle Purchased  
Issue check to the customer at vehicle pickup if a valid vehicle registration document is presented. All checks must include the complete 17 character Vehicle Identification Number.
- Retail Customer – Vehicle Leased  
Issue check to the customer at vehicle pickup (not GMAC or other financial institution) if a valid vehicle registration document is presented. All checks must include the complete 17 character Vehicle Identification Number.
- Fleet Customer – Daily Rental  
Issue check to the daily rental company (Avis, Budget, Enterprise, etc.) if a valid vehicle registration is presented. Confirm local office address and mail check or provide check to their representative at vehicle pickup. All checks must include the complete 17 character Vehicle Identification Number.
- Fleet Customer – Lease Management Company  
Issue check to the customer at vehicle pickup not the lease management company (PH&H, GE Capital, ARI, etc.) if a valid vehicle registration is presented. All checks must include the complete 17 character Vehicle Identification Number.

**Q12. What should I do if a customer refuses to have the recall service procedure performed on his/her vehicle?**

A12. If a customer initially declines the recall repair, please make sure that he/she fully understands the possible consequences.

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If the customer still refuses, please document this event on a repair order with his/her signature and retain at your dealership.