



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

July 22, 2014

Mr. Brian Latouf
Director, Field Product Investigations and Evaluations
General Motors LLC
30001 Van Dyke - Mail Code 480-210-2V
Warren, MI 48090-9055

NVS-215KS
14V-345

Subject: Floor Mats may not be Properly Secured

Dear Mr. Latouf:

This letter serves to acknowledge General Motors LLC's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

CHEVROLET/SILVERADO/2014
GMC/SIERRA/2014

Mfr's Report Date: June 18, 2014

NHTSA Campaign Number: 14V-345

Components:

EQUIPMENT
VEHICLE SPEED CONTROL:ACCELERATOR PEDAL

Potential Number of Units Affected: 184

Problem Description:

General Motors LLC (GM) is recalling certain model year 2014 Chevrolet Silverado vehicles manufactured May 15, 2013, to January 29, 2014, and GMC Sierra vehicles manufactured September 19, 2013, to February 8, 2014, and equipped with both optional accessory all-weather floor mats (option RPO VAV) and optional vinyl flooring (option RPO BG9). The affected vehicles built with the vinyl flooring option do not have the retention features necessary to properly secure the floor mat on the driver's side.

Consequence:

The floor mat could shift such that it could interfere with the accelerator pedal, preventing its return to an idle position, which could result in unintended vehicle speeds, increasing the risk of a crash.

Remedy:

GM will notify owners, and reimburse the owner for the purchase price upon their return. The owners will also be provided an insert for their owners manual instructing them not to use floor mats, free of charge. The manufacturer has not yet provided a notification schedule. Owners may contact General Motors customer service at 1-800-222-1020 (Chevrolet) or 1-800-462-8782 (GMC). GM's number for this recall is 14310.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to www.safercar.gov.

Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

You are required to provide an estimated date including month, day, and year, when you will send notifications to owners, dealers, and distributors as soon as it becomes available. Please be reminded that it is required that owners be notified of a safety defect in their vehicles within 60 days of a manufacturer's notification to NHTSA of a safety defect in those vehicles.

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

Your contact for this recall will be Kelly Schuler who may be reached by phone at (202) 366-5227, or by email at kelly.schuler@dot.gov or through the office email at rmd.odi@dot.gov. We look forward to working with you.

Sincerely,



Jennifer Timian
Chief, Recall Management Division
Office of Defects Investigations
Enforcement