



**RECEIVED**

By Recall Management Division at 3:16 pm, Jun 18, 2014

June 18, 2014

Ms. Nancy Lewis  
Associate Administrator for Enforcement  
National Highway Traffic Safety Administration  
Recall Management Division (NVS-215)  
1200 New Jersey Avenue, SE – Room W45-306  
Washington, DC 20590

Dear Ms. Lewis:

The following information is submitted pursuant to the requirements of 49 CFR 573.6 as it applies to a determination by General Motors to conduct a safety related recall involving certain 2014 Chevrolet Silverado LD and GMC Sierra LD pick-up trucks.

573.6(c)(1): Chevrolet and GMC Brands of General Motors Company.

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

573.6(c)(5): General Motors has decided that a defect which relates to motor vehicle safety exists in certain 2014 model year Chevrolet Silverado LD and GMC Sierra LD vehicles when equipped with both optional accessory All-Weather Floor Mats (RPO VAV) and optional vinyl flooring (RPO BG9). Vehicles built with the vinyl flooring option do not have retention features for floor mats on the driver's side of the vehicle. If the driver's floor mat were to move out of position, it could interfere with the accelerator pedal travel, which could increase the risk of a crash. All vehicles are equipped with a Brake Torque Mitigation software algorithm in the ECM that will override the accelerator input allowing the vehicle to be safely slowed or stopped by pressing firmly and steadily on the brake pedal.

573.6(c)(6): On January 20, 2014, a GM dealership made GM Marketing aware that a 2014 truck with the combination of options for accessory All-Weather Floor Mats (option code VAV) and vinyl flooring (option code BG9) does not have any floor mat retention features in the flooring material. Option codes VAV and BG9 should have been coded in the ordering system in such a way that they could not be ordered in combination.

On January 22, 2014, the Vehicle Order Guide (VOG) and the Limited Promotion Option (LPO) string were revised to restrict option codes VAV and BG9 from being ordered together for these vehicles in order to correct the system coding error.

On February 24, 2014, all vehicle orders in the Program Quality Management System (PQMS) and all open orders with the Accessory Distributor and Installer (ADI) with both option codes (VAV and BG9) were cancelled. A list of VINs was provided to the Quality Assurance Group to re-print vehicle window stickers and remove the VAV option from the



vehicle invoice price as the VAV option for All-Weather Floor Mats would not be included in these vehicles.

On February 25, 2014, an Accessory Distributor and Installer (ADI) communication was sent to Accessory Distribution Centers instructing them not to ship All-Weather Floor Mats (VAV) to dealerships for vehicles with the vinyl flooring option (BG9). A list of affected vehicles was distributed to the ADI and they were instructed to contact the dealerships at issue and advise them to remove and destroy any floor mats installed in these vehicles. An Engineering Work Order (EWO) was written to restrict orders for All-Weather Floor Mats (VAV) to vehicles with the carpet floor covering option (B30).

The issue was brought to the Field Performance Evaluation (FPE) group on February 25, 2014, presented to Open Investigation Review (OIR) on June 3, 2014, and on June 11, 2014, the Safety Field Action Decision Authority (SFADA) decided to conduct a safety recall.

573.6(c)(8): Customers who purchased vehicles with the combination of VAV and BG9 options will be requested to return the All-Weather Floor mats and they will be reimbursed for the purchase price. Further, a letter will be sent to all vehicle owners with the vinyl flooring option to inform them not to use floor mats in these vehicles since there are no retention clips present. In addition, an insert for the owner's manual will be sent to all vehicle owners with the vinyl flooring option and inserted into future owner manuals notifying owners not to use floor mats in their vehicle if retention features are not present in the flooring.

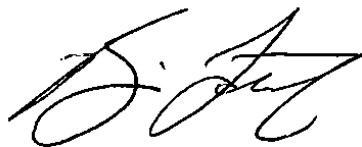
General Motors will provide the dealer bulletin and owner letter mail dates when available.

Pursuant to 577.11, General Motors does not plan to provide notice about reimbursement of previous repairs, but will refund the purchase price for the All-Weather Mats as noted above.

573.6(c)(10): General Motors will provide the dealer bulletin and owner letter under separate cover.

573.6(c)(11): General Motors' assigned recall number is 14310.

Sincerely,

A handwritten signature in black ink, appearing to read "B. Latouf", written in a cursive style.

Brian Latouf, Director  
Field Product Investigations & Evaluations

Attachment

573.6(c)(2)(3)(4)

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

<u>MAKE</u>	<u>MODEL SERIES</u>	<u>MODEL YEAR</u>	<u>NUMBER INVOLVED</u>	<u>INCLUSIVE MANUFACTURING DATES</u> <u>(FROM) (TO)</u>		<u>DESCRIPTIVE INFO. TO PROPERLY IDENT. VEH.</u>	<u>EST. NO. W/CONDITION</u>
Chevrolet	C/K	2014	21	05/15/2013	01/16/2014	Silverado LD Crew	*
Chevrolet	C/K	2014	81	07/16/2013	01/29/2014	Silverado LD Ext	"
Chevrolet	C/K	2014	45	11/27/2013	01/17/2014	Silverado LD Reg	"
GMC	C/K	2014	4	11/27/2013	01/17/2014	Sierra LD Crew	"
GMC	C/K	2014	26	09/19/2013	02/03/2014	Sierra LD Ext	"
GMC	C/K	2014	7	09/30/2013	02/08/2014	Sierra LD Reg	"
GM Total:			184				

\* All involved vehicles will be corrected as necessary.

573.6(c)(2)(iv): N/A

14310