

GM CUSTOMER CARE AND AFTERSALES
DCS3168
URGENT - DISTRIBUTE IMMEDIATELY

Date: June 6, 2014

Subject: 14352 – Noncompliance Recall
Passenger Airbag Partial Deployment

Models: 2015 Cadillac Escalade and Escalade ESV Previously Involved in
Noncompliance Recalls 14220 or 14249

To: All Cadillac Dealers

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

Noncompliance recalls 14220 and 14249 are being closed and all of the vehicles are being transferred to noncompliance recall 14352.

It was discovered that the first pre-shipment of parts to dealers for recalls 14220 and 14249 contained suspect parts. Both recall bulletins were immediately revised with instructions for dealers to inspect all pre-shipped parts prior to installation in order to identify any suspect parts. Dealers were also instructed to inspect all previously repaired vehicles to determine if a suspect part was installed.

Warranty data for recall 14220, which required replacement of the IP assembly, has revealed that some dealers were confused by these new instructions and began performing on-vehicle inspections and releasing vehicles without replacing the IP assembly.

To eliminate confusion and to ensure that all vehicles are repaired correctly, we are transferring all vehicles in recalls 14220 and 14249 to recall 14352. **All vehicles must now be inspected and, if necessary, repaired with the correct part.** A revised list of defective part serial numbers has been added to bulletin 14352. This list now contains ALL defective part serial numbers.

GM will be sending owners a recall notification letter via FedEx Overnight delivery on Tuesday June 10, 2014. In the interim GM will also contact as many owners as possible via email.

It is very important that you submit all outstanding warranty transactions for recall 14220 and 14249 by close of business today, June 6; otherwise, the transaction will reject and approval will be required for processing.

Please see the attached bulletin for details. Also attached to this message are files containing a list of all involved stock and sold vehicles and a list containing all suspect part serial numbers.

END OF MESSAGE
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