

GM CUSTOMER CARE AND AFTERSALES
DCS3307
URGENT - DISTRIBUTE IMMEDIATELY

Date:	August 18, 2014
Subject:	14310 - Safety Recall All Weather Floor Mats Used with Vinyl Floor Option
Models:	2014 Chevrolet Silverado 2014 GMC Sierra
To:	All Chevrolet and GMC Dealers
Attention:	Dealer, Dealer Principal, General Manager, General Sales Manager, New Vehicle Sales Manager, Parts and Service Director, Parts Manager, Service Manager and Warranty Administrator

General Motors is releasing Safety Recall 14310 today. The total number of U.S. vehicles involved is approximately 189. Please see the attached bulletin for details.

Customer Letter Mailing

The customer letters began mailing August 18, 2014.

Global Connect (GWM)

The "Investigate Vehicle History" (IVH) screen will be updated in the near future.

Campaign Initiation Detail Report (CIDR)

The CIDR will be available in the near future.

END OF MESSAGE
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