

GM CUSTOMER CARE AND AFTERSALES  
DCS3255  
URGENT - DISTRIBUTE IMMEDIATELY

Date: July 18, 2014

Subject: Elimination of Dealership Promotional Key Tags

Models: All Vehicles

To: All GM Dealers

Attention: Dealer, Dealer Principal, General Manager, Service Manager, Parts and Service Director, Parts Manager, New Vehicle Sales Manager, Used Vehicle Sales Manager

GM is requesting that dealers no longer place rigid items, such as leather or plastic tags, on vehicle key rings (see illustration A below). If it is necessary to attach an item to the key ring, dealers are to place the item on an additional ring (not exceeding an outer diameter of 16 mm) attached to the original key ring (see illustration B below). The item should be small, light, and no larger than an RKE transmitter.

**INCORRECT**



**CORRECT**



END OF MESSAGE  
GM CUSTOMER CARE AND AFTERSALES