

GM CUSTOMER CARE AND AFTERSALES
DCS3438
URGENT - DISTRIBUTE IMMEDIATELY

Date: November 7, 2014

Subject: 14305B – Safety Recall
Driver Front Airbag Inflator Failure
Replacement of Suspect Airbags and Need For Parts Return Analysis

Models: 2013-2014 Chevrolet Cruze

To: All Chevrolet Dealers

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

This communication is being sent to advise you of additional steps that General Motors is implementing to expedite the replacement of suspect airbag modules and their immediate return for analysis.

Airbag Module Replacement:

GM is sending a second recall letter via FedEx to 1,685 customers who have not had their vehicles subject to this safety recall repaired. These targeted customer vehicles contain airbag modules that we have identified through part return analysis to be the most likely built with a suspect airbag inflator. A list of these vehicles is attached to this message and is sorted by dealer BAC and VIN for easy reference.

Please use this information to notify your customers on this list about this important safety recall. Personalized contact from you may help create a sense of urgency in the customer to have the necessary repairs completed as soon as possible.

Additionally, all 9,697 customers with recalled vehicles that still show as “Open” in IVH will receive an automated call at home, and an email copy of the second customer recall letter. These supplementary notifications will serve to stress the importance of having their vehicle repaired as soon as possible.

Airbag Module Return:

It is imperative that every effort be made to return the airbag modules replaced under this safety recall in a timely manner. The specific instructions in bulletin 14305A provide the only acceptable method for the return shipping of these components.

It is imperative that these modules be immediately returned so that they can be analyzed. Please confirm that any modules already replaced under this safety recall have been returned as per those instructions.

Never attempt to deploy one of the affected airbag modules instead of utilizing the return process.

Replacement Airbag Module Ordering:

Dealers should order as CSO only. Due to flight restrictions on quantity of airbag shipments, your orders may arrive via FedEx or with your normal PDC delivery. Please do not order as CSO3; it will delay shipment of the order.

Courtesy copies of the second customer recall letter and revised recall bulletin 14305B are attached to this message.

END OF MESSAGE
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