

GM CUSTOMER CARE AND AFTERSALES
DCS3254
URGENT - DISTRIBUTE IMMEDIATELY

Date: July 17, 2014

Subject: Upcoming Safety Recall – 14350
Unintended Key Rotation

Models: 2000-2005 Chevrolet Impala
2000-2005 Chevrolet Monte Carlo
1997-2005 Chevrolet Malibu
1999-2004 Oldsmobile Alero
1998-2002 Oldsmobile Intrigue
1999-2005 Pontiac Grand Am
2004-2008 Pontiac Grand Prix

To: All General Motors Dealers

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

General Motors has notified the National Highway Traffic Safety Administration (NHTSA) about an upcoming safety recall that involves 2000-2005 MY Chevrolet Impala and Monte Carlo, 1997-2005 MY Chevrolet Malibu, 1999-2004 MY Oldsmobile Alero, 1998-2002 MY Oldsmobile Intrigue, 1999-2005 MY Pontiac Grand Am and 2004-2008 MY Pontiac Grand Prix vehicles. The GM recall number is 14350. The news media extensively reported this recall on June 30th.

If the key ring is carrying added weight and the vehicle goes off road or experiences some other jarring event, it may unintentionally move the key away from the “run” position. If this occurs, engine power, power steering and power braking may be affected, increasing the risk of a crash. The timing of the key movement out of the “run” position, relative to the activation of the sensing algorithm of the crash event, may result in the airbags not deploying, increasing the potential for occupant injury in certain kinds of crashes.

There are approximately 6.7 million U.S. vehicles involved. Until the recall has been performed, it is very important that customers remove all items from their key ring, leaving only the vehicle key. The key fob (if applicable), should also be removed from the key ring.

Parts are not currently available, but when parts are available, dealers are to install two key rings and key cover on all ignition keys.

This is a courtesy notification to dealers. Dealers will be advised when the recall bulletin is scheduled for release.

The Investigate Vehicle History screen in the Global Warranty Management system will be updated next week to help dealers respond to customer inquiries about whether or not their vehicle is involved.

Please do not call GM Technical Assistance.

END OF MESSAGE
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