

GM CUSTOMER CARE AND AFTERSALES
DCS3382
URGENT - DISTRIBUTE IMMEDIATELY

Date: September 30, 2014

Subject: Stop Delivery Order for Upcoming Noncompliance Recall

Models: 2015 Cadillac Escalade

To: All Cadillac Dealers

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

STOP DELIVERY ORDER

Effective immediately, stop the delivery of certain 2015 model year Cadillac Escalade vehicles in new vehicle inventory. Tomorrow morning, General Motors will notified the National Highway Traffic Safety Administration (NHTSA) about an upcoming noncompliance recall that involves these vehicles.

The attached file provides the Vehicle Identification Number (VIN) of the involved vehicles that have been identified as currently being in dealer new vehicle inventory. It is sorted by dealer Business Associate Code (BAC) for easy reference. Your dealership's BAC will not be listed if none of the involved vehicles are currently in your new vehicle inventory.

Until further instructions are received, all 2015 model year Cadillac Escalade vehicles that are in dealer new vehicle inventory and are identified in the attached file must be held and not delivered to customers, dealer-traded, released to auction, or used for demonstration purposes. It is a violation of federal law for a dealer to deliver a new motor vehicle or any new or used item of motor vehicle equipment (including a tire) covered by this notification under a sale or lease until the noncompliance is remedied.

General Motors has decided that certain 2015 model year Cadillac Escalade vehicles contain passenger air bag modules that fail to conform to Federal Motor Vehicle Safety Standard 208.

We are working with the supplier to obtain the required parts as quickly as possible. When a sufficient quantity is available, the recall bulletin will be released and dealers can begin repairing vehicles.

Additional information will be provided in the near future.

END OF MESSAGE
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