



IMPORTANT SAFETY RECALL

August 2014

Dear General Motors Customer:

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act.

General Motors has decided that a defect, which relates to motor vehicle safety, exists in certain 2014 model year Chevrolet Silverado and GMC Sierra vehicles equipped with the All Weather Floor Mats option and with the vinyl flooring option. As a result, GM is conducting a safety recall. We apologize for this inconvenience. However, we are concerned about your safety and continued satisfaction with our products.

IMPORTANT

- This notice applies to your vehicle.
- Your vehicle is involved in GM safety recall 14310.
- Schedule an appointment with your GM dealer.
- This service will be performed for you at **no charge**.

Why is your vehicle being recalled?

Some 2014 Chevrolet Silverado LD and GMC Sierra LD pick-up trucks were ordered and sold with the All Weather Floor Mats option and with the vinyl flooring option. All vehicles built with the vinyl flooring option do not have retention features for floor mats on the driver's side of the vehicle. If the floor mats were to move out of position, they could interfere with the accelerator pedal travel, which could increase the risk of a crash. All vehicles equipped with the same floor mats and the vinyl flooring option, are equipped with a Brake Torque Mitigation software algorithm in the Engine Control Module that will override the accelerator input allowing the vehicle to be safely slowed or stopped by pressing firmly and steadily on the brake pedal.

What will we do?

Your GM Dealer will purchase the all-weather floor mats back from you. Dealers are to issue a \$160 USD check to the customer of record as compensation for the loss of this option.

What should you do?

You should contact your GM dealer to arrange a service appointment as soon as possible.

Do you have questions?

If you have questions or concerns that your dealer is unable to resolve, please contact the appropriate Customer Assistance Center at the number listed below.

Division	Number	Text Telephones (TTY)
Chevrolet	1-800-222-1020	1-800-833-2438
GMC	1-800-462-8782	1-888-889-2438

If after contacting your dealer and the Customer Assistance Center, you are still not satisfied we have done our best to remedy this condition without charge and within a reasonable time, you may wish to write the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue, SE, Washington, DC 20590, or call the toll-free Vehicle Safety Hotline at 1.888.327.4236 (TTY 1.800.424.9153), or go to <http://www.safercar.gov>. The National Highway Traffic Safety Administration Campaign ID Number for this recall is 14V345.

Federal regulation requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

Jim Moloney
General Director,
Customer and Relationship Services

GM Recall #14310