

Representative Letter – Customer letters are brand, model and model year specific; listing the 17-digit VIN and are personalized.



IMPORTANT SAFETY RECALL

November 2014

Dear GM Customer:

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

General Motors has decided that certain 2015 model year Cadillac Escalade full size utility vehicles fail to conform to Federal Motor Vehicle Safety Standard No. 208, "Occupant Crash Protection". As a result, GM is conducting a 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 2015 model year Cadillac Escalade, **VIN:** _____.
- Your vehicle is involved in GM recall 14686.
- Schedule an appointment with your GM dealer.
- This service will be performed for you at **no charge**.

Why is your vehicle being recalled?

The passenger side instrument panel trim pad material on some of these vehicles is not constructed properly so that the instrument panel top pad material is incorrectly bonded with the vinyl skin. In this condition, the passenger side airbag may not deploy consistently in the forward position which will increase the potential for front passenger occupant injury during a vehicle crash when the airbag would deploy.

What will we do?

Your GM dealer will replace the instrument panel assembly. This service will be performed for you at **no charge**. Because of service scheduling requirements, it is likely that your dealer will need your vehicle longer than the actual service correction time of approximately 1 hour and 25 minutes.

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)
Cadillac	1-800-458-8006	1-800-833-2622
Guam	65-6267-1752	
Puerto Rico – English	1-800-496-9992	
Puerto Rico – Español	1-800-496-9993	
Virgin Islands	1-800-496-9994	

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 14V624.

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

Jeffrey M. Boyer
Vice President
Global Vehicle Safety

GM Recall #14686