



Recall Bulletin

PRODUCT SAFETY RECALL

SUBJECT: Driver Front Airbag Inflator Failure

MODELS: 2013-2014 Chevrolet Cruze

This bulletin is being revised to change the airbag verification identifier in the Service Procedure from a blue quality dot to a Julian date. Additionally, information has been added to the airbag return instructions for Canada. Please discontinue use, and discard all copies of Safety Recall 14305B.

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 defect or noncompliance is remedied.

Vehicles involved in this recall were placed on stop delivery June 24, 2014. Once the service procedure contained in this bulletin has been performed on the vehicle, the vehicle is released from stop delivery and the vehicle can be delivered to the customer.

All involved vehicles that are in dealer inventory must be held and not delivered to customers, dealer traded, released to auction, or used for demonstration purposes until the repair contained in this bulletin has been performed on the vehicle.

CONDITION

General Motors has decided that a defect which relates to motor vehicle safety exists in **certain** 2013-2014 model year Chevrolet Cruze vehicles. Some of these vehicles have a condition in which the inflator in the driver's front airbag may rupture and/or the airbag may not inflate during airbag deployment. If this occurs, the rupture could propel metal pieces of the inflator in the vehicle cabin, possibly striking and seriously injuring the driver or other vehicle occupants. Additionally, if the inflator does not inflate, there is an increased risk of injury to the driver.

CORRECTION

Dealers are to replace the driver side airbag module.

VEHICLES INVOLVED

All involved vehicles are identified by Vehicle Identification Number on the Investigate Vehicle History screen in GM Global Warranty Management system. Dealership service personnel should always check this site to confirm vehicle involvement prior to beginning any required inspections and/or repairs. It is important to routinely use this tool to verify eligibility because not all similar vehicles may be involved regardless of description or option content.

For dealers with involved vehicles, a listing with involved vehicles containing the complete vehicle identification number, customer name, and address information has been prepared and

will be provided to US and Canadian dealers through the GM GlobalConnect Recall Reports, Dealers will not have a report available if they have no involved vehicles currently assigned.

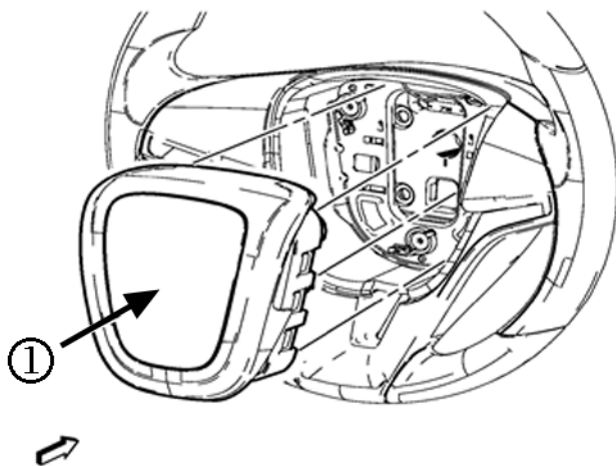
The listing may contain customer names and addresses obtained from Motor Vehicle Registration Records. The use of such motor vehicle registration data for any purpose other than follow-up necessary to complete this recall is a violation of law in several states/provinces/countries. Accordingly, you are urged to limit the use of this report to the follow-up necessary to complete this recall.

PART INFORMATION

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 orders as CSO3; it will delay shipment of the order.

Part Number	Description	Quantity/Vehicle
95115462	AIRBAG ASM-STRG WHL (BLACK)	1
95115463	AIRBAG ASM-STRG WHL (COCOA)	1

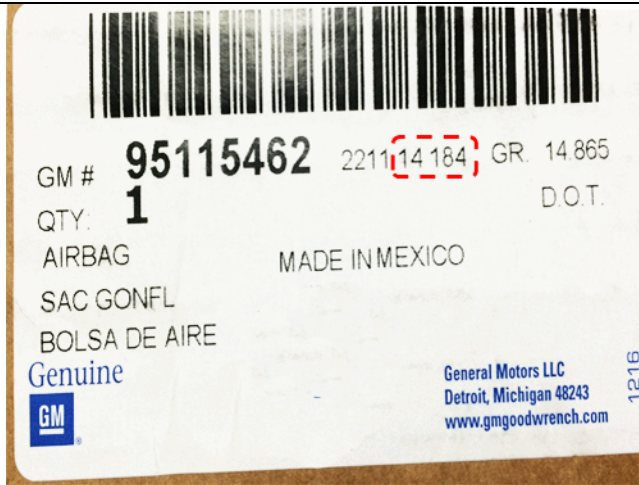
SERVICE PROCEDURE



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1. Remove the steering wheel airbag module (1). Refer to *Steering Wheel Airbag Replacement* in SI.

NOTE: DO NOT damage or discard the box the replacement airbag was shipped in. The box MUST be retained and used to return the un-deployed original airbag. Please see the *Airbag Return Instructions*, following later in this document, regarding specific return shipping instructions. The instructions also contain information on obtaining a new replacement box in cases where the original packaging has been damaged.

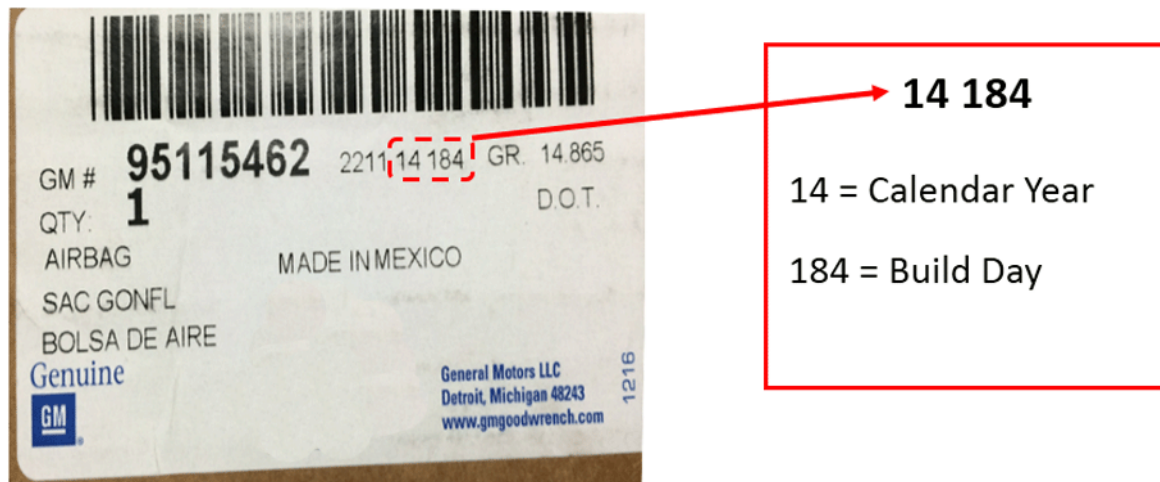


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NOTE: The part inspection has changed from a “blue dot” verification to a confirmation of a Julian date on the box the module was shipped in.

2. **Before installation**, inspect the new replacement steering wheel airbag module **box**. A Julian date (shown circled in the example above) will be present on the label of the box the module was shipped in.

The date breakpoint of affected parts is JUNE 30, 2014. Parts purchased and received on, or prior to, June 30, 2014 are discrepant and should be returned. Parts received after June 30, 2014 are good.



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IMPORTANT: The **AFFECTED** date codes for the above example would be: **14 181 and prior.**

Example: The example above is showing the label of one of the two available service parts. The label on the other part would be similar. The date on the label in this example is Calendar Year 14, Build Day 184 (**NOT AFFECTED**)

3. Upon inspection of the steering wheel air bag module box:

- If the Calendar Year is 14 and the build date is on, or prior to, **Build Day 181** the part is discrepant and should be returned.
 - If the build date falls after date **Build Day 181**, continue on to step #4.
4. Install the new steering wheel airbag module. Refer to *Steering Wheel Airbag Replacement* in SI.
- NOTE: The removed steering wheel airbag module MUST be defaced on the airbag cover (customer facing side) with a paint pen or permanent marker.**
- WARNING: The removed steering wheel airbag modules that are the subject of this recall MUST NOT be deployed. It is possible that the inflator could rupture propelling pieces of the metal inflator under force sufficient to cause injury.**
5. DO NOT deploy the removed steering wheel airbag module. The removed steering wheel airbag module is to be returned to the supplier. See *Airbag Return Instructions* below.

AIRBAG RETURN INSTRUCTIONS

TO REQUEST THE RETURN INSTRUCTION PACKET, PLEASE FOLLOW THE APPROPRIATE OPTION A OR B, DEPENDING ON YOUR DEALERSHIP LOCATION.

OPTION A - If your dealership is located in the lower 48 States, please email: fielddaction.14305@menloworldwide.com

You will need to provide the following information in the email:

- Dealer name, address, telephone number
- Dealer number
- Quantity of airbags in your possession to return.
- Please include in the subject line: Safety Recall #14305

Preparing the airbag for return for Option A (lower 48 States):

As the shipper, you are responsible for proper packing and document completion. The person signing the document must be trained in hazardous material procedures, and the training records must be on file at your dealership.

NOTE: If the packaging is damaged, please contact via email at: FieldAction.14305@menloworldwide.com or by telephone: 1-210-250-5079 to have a replacement box shipped to your location.

PACKAGE REFERENCE GUIDE

Note: Examples of **Acceptable packaging (1)** are shown on the left side of the graphics below; **Unacceptable packaging (2)** are shown on the right.

Hazardous materials packaging damages can be classified into one or more of the following different types. They include:



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- **Abrasions:** Abrasions result from sliding the package against a rough surface (e.g. concrete floors). Major abrasions (2) are NOT acceptable. Note the flutes are visible.



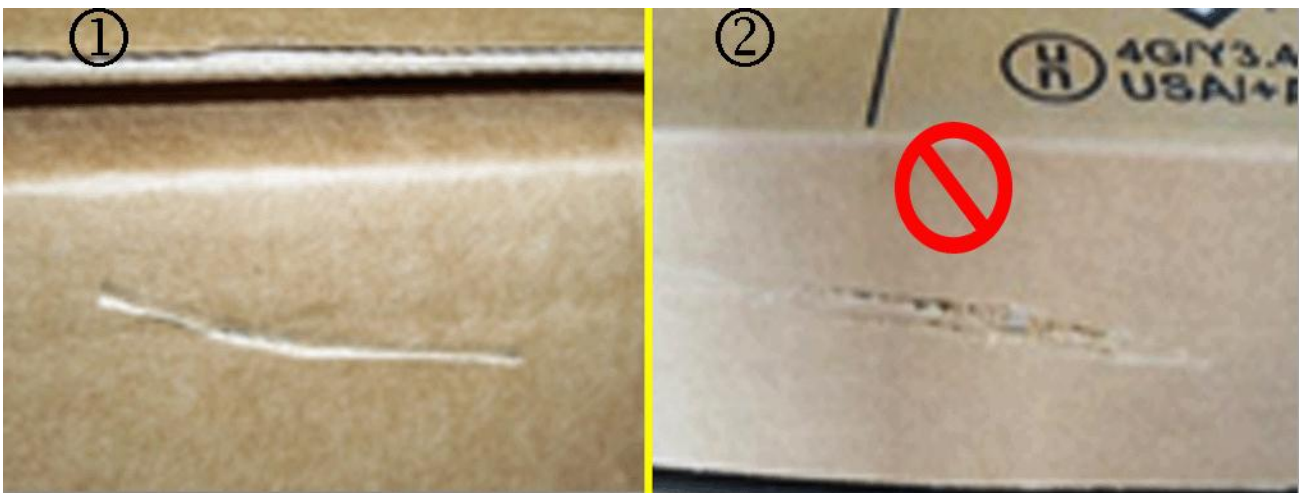
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- **Compressions:** Compressions result from superimposed weights (e.g. stacked too high) or from dropping the packages. Small dimples (1) are acceptable.



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- **Dents:** Minor dents (1) occur through normal handling and picking (e.g. pulling from bin locations) and are acceptable. Major dents (2) result from impacts with others objects (e.g. pallet impacts).



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- **Incisions:** Minor incisions (1) are acceptable. Major incisions (2) (e.g. pallet box cut open with utility knife) are NOT acceptable.



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- **Labeling:** Packages with excessive labeling are NOT acceptable, particularly if the labels obscure other required marks and labels.



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- **Other Damages:** Multiple damages, such as those shown above, may affect the integrity of the packages, and are NOT acceptable. Others that are not as severe may be acceptable. If questionable, repackage the material.



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- **Punctures:** Any punctures, even minor ones, are NOT acceptable.



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- **Tears:** Minor tears will not generally affect the structural integrity of the packaging and are considered to be normal "wear and tear", however, large tears or rips are NOT acceptable.



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- **Water Damages:** Water Damages, such as the example shown above, are NOT acceptable. Water damages will affect the structural integrity of the packaging. These packages should be repacked in appropriate specification packages.
1. **DO NOT DEPLOY THE AIRBAG.** Ensure that the box the replacement airbag arrived in is not damaged and place the steering wheel airbag in the box. Also, make sure to include a copy of the repair order in the box.



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Important: The components required for the completed return package are dunnage (1) and foam (2), as shown in the graphic above.

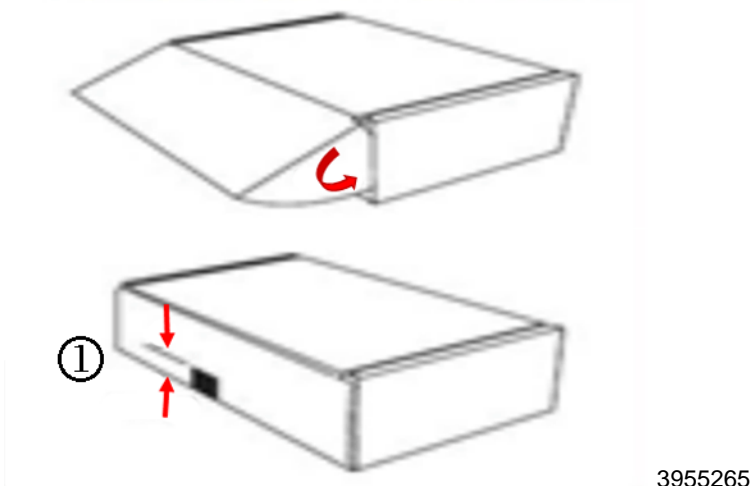


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2. Close and secure the side rollover tuck top box following the closing instructions below:

Note: When applying tape and blacking out labels with a permanent marker, ensure of the following:

- DO NOT peel any labels off the box, or the box will be damaged and cannot be reused.
- DO NOT apply tape to or write on the Class 9 hazard label, the proper shipping name, the ID number, or the UN specification marking.



- The tape strip should extend at least 2 inches (1) onto either side of the front fold and the bottom surface of the box. The minimal tape length should be 4 inches.
- 2.1. Seal the front flap with a strip of 2 inch wide clear plastic adhesive pressure sensitive tape (generic packaging plastic tape) measuring at least 4 inches long.
 - 2.2. Black out any old shipping labels and barcodes (other than those noted above) with a permanent black marker.
 - 2.3. If seeking additional information, please see closing instructions which are included in your instruction packet.

Upon receipt of the instruction packet

1. Complete the OP-900PRP Hazardous Certification form:
 - 1.1 Fill the Shipper Name and Address in all three sections of the form. Sign and date the FedEx Copy and Customer Copy sections.
 - 1.2 Peel off the Shipper Receipt and Receipt/Shipper Number tabs from the top of the FedEx Ground PRP shipping label.
 - 1.3 Affix the Shipper Receipt tab to the Tracking ID field on the FedEx Copy of the form, and affix the Receipt/Shipper Number tab to the Tracking ID field on the Customer Copy.
 - 1.4 Tear off the four bottom labels from the form, and place all four on them in the adhesive pouch.
 - 1.5 Remove the backing and firmly affix the pouch onto the bottom of the box.
 - 1.6 Peel off the Box Copy of the form, and firmly affix it to the front side of the box flap
 - 1.7 Tear off and keep the Customer Copy for your records (to be retained for a minimum of two years).
 - 1.8 When the package is picked up, give the FedEx Copy to the FedEx Ground driver.
2. Complete the FedEx Ground PRP shipping label:

- 2.1 Fill in the Shipper Name and Address in the upper section of the label (RA# is not required).
- 2.2 Peel off the backing and affix label to the side of the box.

Important:

- Ensure that all steps have been properly completed. All packages must be prepared in accordance with U.S. Department of Transportation and FedEx Ground requirements. Incomplete or missing information will cause rejection of the shipment and delay your return credit.
 - Give the package and the FedEx Copy of the OP-900PRP form to your FedEx Ground driver. If you don't have regular FedEx Ground Service; call **888-777-6040** to schedule a pickup.
3. Ship the package.

OPTION B: If your dealership is located outside of the lower 48 States, please utilize the following email addresses and/or telephone number to arrange for the return of the used airbag module.

- **Canada or Hawaii:**

MLGTakataRestraints_International@Menloworldwide.com

MenloControlTower@craneww.com

- **Or call Menloworldwide at 1-210-250-5079 to obtain return instructions.**

Note: **In Canada** when returning airbag modules using the Menlo process the preferred return quantity has been 10 modules. If you have less than 10 modules please state in your email (or phone call) that you have less than 10 modules and do not expect additional quantities of airbags in the near future. An exception will be made to complete the return with the lesser quantity.

- **Alaska:**

MLGTakataRestraints_International@Menloworldwide.com (Because a different carrier (called Lynden) is being utilized out of Alaska, ONLY USE THIS EMAIL ADDRESS.)

- **Or call Menloworldwide at 1-210-250-5079 to obtain return instructions.**

Preparing the airbag for return for Option B (Outside of the lower 48 States):

Important: Review the *Package Reference Guide* section above for clarification on whether the original packaging is deemed Acceptable and Unacceptable.

NOTE: If the packaging is damaged, please contact via email at: FieldAction.14305@menloworldwide.com or by telephone: 1-210-250-5079 to have a replacement box shipped to your location.

1. **DO NOT DEPLOY the AIRBAG.** Ensure that the box the replacement airbag arrived in is not damaged and place the steering wheel airbag in the box. Also, make sure to include a copy of the repair order in the box.



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Important: The components required for the completed return package are dunnage (1) and foam (2), as shown in the graphic above.

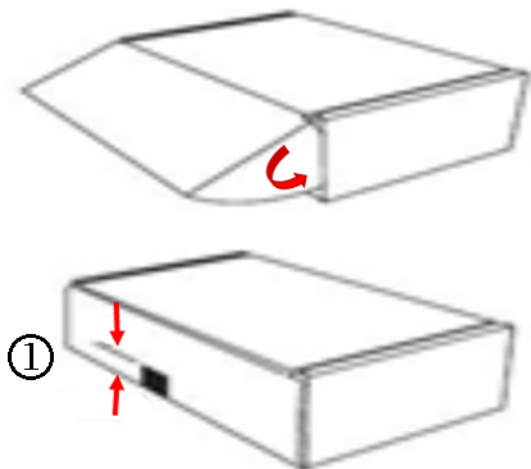


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2. Close and secure the side rollover tuck top box following the closing instructions below:

Note: When applying tape and blacking out labels with a permanent marker, ensure of the following:

- DO NOT peel any labels off the box, or the box will be damaged and cannot be reused.
- DO NOT apply tape to or write on the Class 9 hazard label, the proper shipping name, the ID number, or the UN specification marking.



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- The tape strip should extend at least 2 inches (1) onto either side of the front fold and the bottom surface of the box. The minimal tape length should be 4 inches.
- 2.1. Seal the front flap with a strip of 2 inch wide clear plastic adhesive pressure sensitive tape (generic packaging plastic tape) measuring at least 4 inches long.
 - 2.2. Black out any old shipping labels and barcodes (other than those noted above) with a permanent black marker.
 - 2.3. DO NOT complete FedEx documents that may be enclosed in the box with the new module. These are intended for dealers using **Option A** only.

COURTESY TRANSPORTATION – For US and Canada

The General Motors Courtesy Transportation program is intended to minimize customer inconvenience when a vehicle requires a repair that is covered by the New Vehicle Limited Warranties. The availability of courtesy transportation to customers whose vehicles are within the warranty coverage period and involved in a product program is very important in maintaining customer satisfaction. Dealers are to ensure that these customers understand that shuttle service or some other form of courtesy transportation is available and will be provided at no charge. Dealers should refer to the General Motors Service Policies and Procedures Manual for Courtesy Transportation guidelines.

WARRANTY TRANSACTION INFORMATION

Submit a transaction using the table below. All transactions should be submitted as a ZFAT transaction type, unless noted otherwise.

Previously closed Field Actions will need to do an add credit to claim the 0.2 add condition and authorize or "H" route for approval.

Labor Code	Description	Labor Time
9100701	Replace Steering Wheel Airbag Module	0.2
ADD:	Package and Return Airbag Module	0.2

CUSTOMER NOTIFICATION – For US and Canada

General Motors will notify customers of this recall on their vehicle (see copy of customer letter included with this bulletin).

CUSTOMER NOTIFICATION – For Export

Letters will be sent to known owners of record located within areas covered by the US National Traffic and Motor Vehicle Safety Act. For owners outside these areas, dealers should notify customers using the attached sample letter.

DEALER RECALL RESPONSIBILITY – For US (US States, Territories, and Possessions)

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 defect or noncompliance is remedied.

The US National Traffic and Motor Vehicle Safety Act provides that each vehicle that is subject to a recall of this type must be adequately repaired within a reasonable time after the customer has tendered it for repair. A failure to repair within sixty days after tender of a vehicle is prima facie evidence of failure to repair within a reasonable time. If the condition is not adequately repaired within a reasonable time, the customer may be entitled to an identical or reasonably equivalent vehicle at no charge or to a refund of the purchase price less a reasonable allowance for depreciation. To avoid having to provide these burdensome remedies, every effort must be made to promptly schedule an appointment with each customer and to repair their vehicle as soon as possible. In the recall notification letters, customers are told how to contact the US National Highway Traffic Safety Administration if the recall is not completed within a reasonable time.

DEALER RECALL RESPONSIBILITY – All

All unsold new vehicles in dealers' possession and subject to this recall must be held and inspected/repaired per the service procedure of this recall bulletin before customers take possession of these vehicles.

Dealers are to service all vehicles subject to this recall at no charge to customers, regardless of mileage, age of vehicle, or ownership, from this time forward.

Customers who have recently purchased vehicles sold from your vehicle inventory, and for which there is no customer information indicated on the dealer listing, are to be contacted by the dealer. Arrangements are to be made to make the required correction according to the instructions contained in this bulletin. A copy of the customer letter is provided in this bulletin for your use in contacting customers. Recall follow-up cards should not be used for this purpose, since the customer may not as yet have received the notification letter.

In summary, whenever a vehicle subject to this recall enters your vehicle inventory, or is in your dealership for service in the future, you must take the steps necessary to be sure the recall correction has been made before selling or releasing the vehicle.



IMPORTANT SAFETY RECALL

June 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 2013-2014 model year Chevrolet Cruze vehicles. 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 14305.
- Schedule an appointment with your GM dealer.
- This service will be performed for you at **no charge**.
- **You should make arrangements to bring your vehicle in as soon as possible due to the increased risk of injury associated with this recall during a crash.**

Why is your vehicle being recalled?

The inflator in the driver's front airbag may rupture and/or the airbag may not inflate during airbag deployment. If this occurs, the rupture could propel metal pieces of the inflator in the vehicle cabin possibly striking and seriously injuring the driver or other vehicle occupants. Additionally, if the inflator does not inflate, there is an increased risk of injury to the driver.

What will we do?

Your GM dealer will replace the airbag module. 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 time of approximately 30 minutes.

What should you do?

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

You may continue to use your vehicle as the condition is possible only during airbag deployment. If you have concerns about the continued use of your vehicle before the repair can be completed, there is the availability of shuttle service as well as courtesy transportation at **no charge**.

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

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 14V372.

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 #14305