



Recall Bulletin



PRODUCT SAFETY RECALL

SUBJECT: Driver Front Airbag Inflator Failure

MODELS: 2013-2014 Chevrolet Cruze

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.

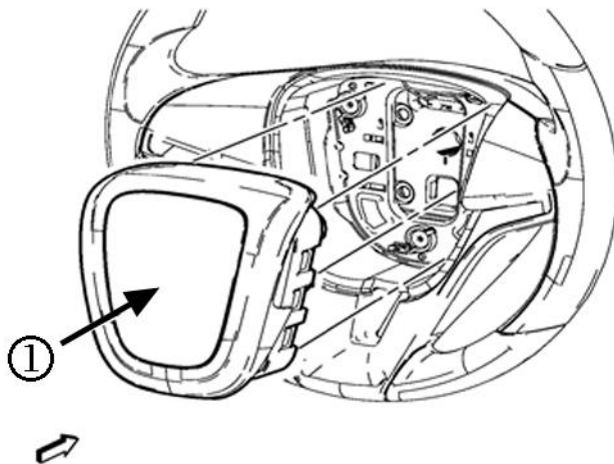
PART INFORMATION

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 SPAC; it will delay shipment of the order and will not provide visibility.

Limited pre-shipments will occur the week of June 30.

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

SERVICE PROCEDURE



3950212

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



3950447



3951892

2. Inspect the new replacement steering wheel airbag module before installation. A blue paint dot (1) will be present on the label of known good replacement steering wheel airbag modules. Additionally the box the module was shipped in will have a blue dot applied to the label as shown above.
3. 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.

4. DO NOT deploy the removed steering wheel airbag module. The removed steering wheel airbag module is to be retained. Additional information will be communicated on the proper method of disposal for these steering wheel airbag modules at a later date.

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.

Labor Code	Description	Labor Time
9100701	Replace Steering Wheel 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