



Recall Bulletin



PRODUCT SAFETY RECALL

SUBJECT: Cracked Heater Cord

MODELS: 2013-2014 Buick Encore AWD, Verano
2011-2014 Chevrolet Cruze
2012-2014 Chevrolet Sonic
2013-2014 Chevrolet TRAX AWD
Equipped with Oil Pan Heater (KPK) or Engine Block Heater (KO5)

This bulletin has been revised to include a copy of the customer letter. Please discard all copies of bulletin 14257.

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 July 2, 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, 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 the oil pan/block heater cord installed on certain 2011-2014 model year Chevrolet Cruze, 2012-2014 model year Chevrolet Sonic, and 2013-2014 model year Chevrolet TRAX all-wheel drive, Buick Encore all-wheel drive and Buick Verano vehicles equipped with a Calix oil pan/block heater. On some vehicles, the insulation on the engine block heater power cord may become damaged during very cold temperatures (below minus 10°F/minus 25°C). If the insulation becomes damaged and the wires within the cord are exposed, an electrical shock hazard may exist if the cord is handled while energized (plugged in).

CORRECTION

Dealers are to replace the engine oil pan/block heater cord.

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 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

Parts required to complete this recall are to be obtained from General Motors Customer Care and Aftersales (GMCC&A). Please refer to your "involved vehicles listing" before ordering parts. Normal orders should be placed on a DRO = Daily Replenishment Order. In an emergency situation, parts should be ordered on a CSO = Customer Special Order.

| Part Number | Description | Quantity/Vehicle |
|--------------------|---|-------------------------|
| 95389556 | Cable Asm-Eng Oil Htr Pwr (Cruze LUW, Trax, Encore, Sonic) | 1 |
| 95416783 | Cable Asm-Eng Oil Htr Pwr (Cruze LUZ) | 1 |
| 94719599 | Clip (Cruze LUZ) | 1 |
| 23207361 | Cord Asm-Eng Block Htr Pwr (Verano LHU) | 1 |
| 11509086 | Strap-EGR Tube (Sonic, Trax, Encore) | 8-9 |

SERVICE PROCEDURE - Cruze (LUW)

Use the following steps to remove the existing oil pan heater cord and install a revised service oil pan heater cord. From the engine compartment:



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1. Detach the push fastener from the shock tower.



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2. Detach the power cable clip from the engine harness.



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3. Pull the power cable from along the front side of the strut tower and detach the clip to the A/C line.



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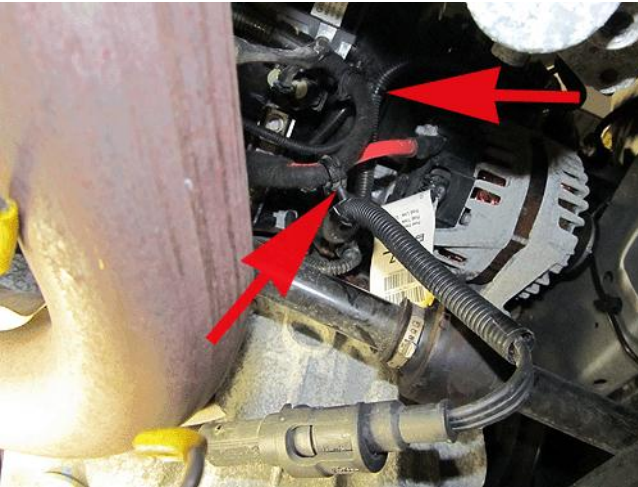
4. Pull the power cable from along the side of the air cleaner assembly detach the clip to the forward lamp harness (just to the left of the headlamp).
5. Pull the power cable from along the side of the air cleaner and detach the clips. Untuck the electrical plug from between the air cleaner assembly and the strut tower.
6. Drop the connector end of the new engine oil heater power cable down between the engine harness and the front of dash. Allow enough cable to attach the connector to the oil pan/block heater.
7. Raise the vehicle. Refer to *Lifting and Jacking the Vehicle* in SI.

From underneath the vehicle:



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8. Unsecure the lock feature and disconnect the engine oil pan/block heater power cable from the heater assembly.



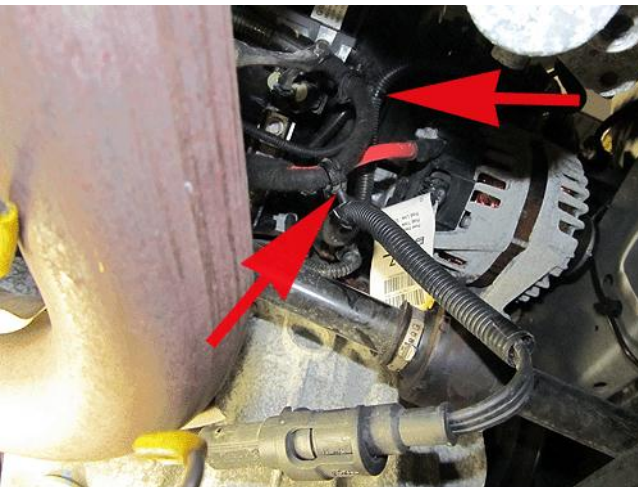
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9. Detach the underside cable retainers. Remove and discard the old heater power cord.



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10. Plug the new power cable into the heater assembly and lock the retaining feature.



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11. Secure the underside cable retainers in the original locations.
12. Lower the vehicle.



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- 13. Attach the power cord push fastener to the shock tower.



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- 14. Attach the power cable clip to the engine harness.



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- 15. Route the power cable along the front side of the strut tower and attach the clip to the A/C line.



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16. Route the power cable along the side of the air cleaner assembly and attach the clip to the forward lamp harness (just to the left of the headlamp).
17. Route the power cable along the side of the air cleaner and attach the clips. Tuck the electrical plug between the air cleaner housing and the strut tower.

SERVICE PROCEDURE - Cruze (LUZ)

Remove the existing oil pan heater cord and install a revised service oil pan heater cord per procedure in SI (Doc #3260158). A new locking clip (P/N 94719599) is required for the LUZ engine heater cord.

SERVICE PROCEDURE (Sonic and Trax/Encore Models)

Use the following steps to remove the existing oil pan heater cord and install a revised service oil pan heater cord. This is a universal heater cord and will need to be adapted to these vehicles.

1. Prep the new replacement cable for installation by removing and discarding all integral clips, except for the one closest to the heater plug.
2. Raise the vehicle. Refer to *Lifting and Jacking the Vehicle* in SI.
3. Disconnect the oil heater power cord at the oil heater. Cut off and discard the connector.



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4. Plug the new power cable into the heater assembly and lock the retaining feature.



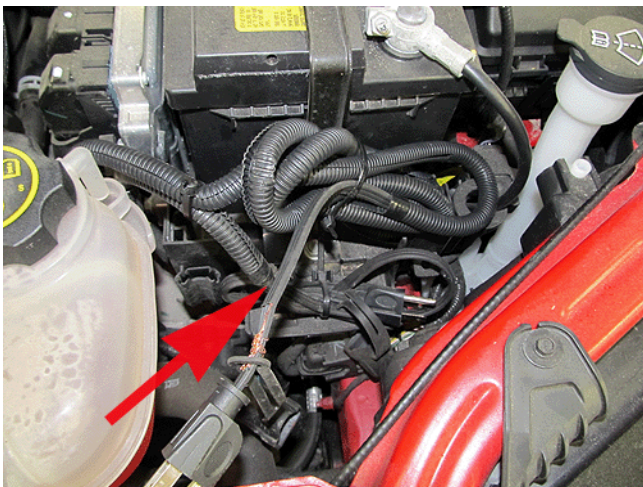
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5. Route the new power cable up between the axle shaft and the engine. Secure it to the old cable with a tie strap, just above the heater assembly.
6. Lower the vehicle
7. Route the new cable alongside/on top of existing vehicle harness using tie straps to secure.



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8. Tie strap the new cord to the existing hole on the battery tray while routing the cord underneath the ECM harness as shown in the illustration above.

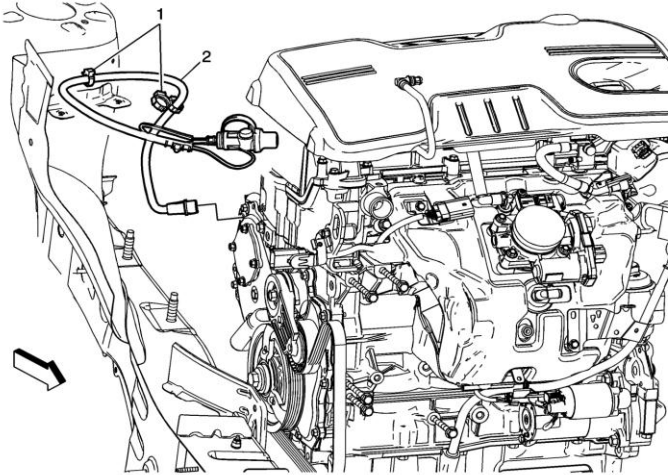


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9. Cut the plug off of the OLD power cord where it exits the harness and discard.

SERVICE PROCEDURE - Verano

1. Raise the vehicle. Refer to *Lifting and Jacking the Vehicle* in SI.



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2. Disconnect the attachment clips (1) and Remove the harness (2). Discard the old harness.
3. Install the new harness(2) fasten the harness attachments to the vehicle(1)
4. Lower the vehicle. Refer to *Lifting and Jacking the Vehicle* in SI.

CUSTOMER REIMBURSEMENT - For US

Customer requests for reimbursement of previously paid repairs for the recall condition are to be submitted to the dealer by September 30, 2015, unless otherwise specified by state law. If this is not convenient for the customer, they may mail the completed Customer Reimbursement Request Form and all required documents to the GM Customer Assistance Center.

All reasonable and customary costs to correct the condition described in this bulletin should be considered for reimbursement. Any questions or concerns should be reviewed with your GM representative prior to processing the request.

When a customer requests reimbursement, they must provide the following:

- A completed Customer Reimbursement Request Form. This form is mailed to the customer or can be obtained through GM GlobalConnect.
- The name and address of the person who paid for the repair.
- Paid receipt confirming the amount of the repair expense, a description of the repair, and the person or entity performing the repair.

IMPORTANT: GM requires dealers to approve or deny a reimbursement request within 30 days of receipt. If a reimbursement request is approved, the dealer should immediately issue a check to the customer and submit an appropriate warranty transaction for the incurred expense. If a reimbursement request is denied, the dealer **MUST** provide the customer with a clear and concise explanation, in writing, as to why the request was denied. The bottom portion of the Customer Reimbursement Request Form may be used for this purpose. If the denial was due to missing documents, the customer can resubmit the request when the missing documents are obtained, as long as it is still within the allowed reimbursement period.

Warranty transactions for customer reimbursement of previously paid repairs are to be submitted as required by GM Global Warranty Management. Additional information can also be found in Warranty Administration Bulletin 11-00-89-004.

CUSTOMER REIMBURSEMENT - For Canada

Customer requests for reimbursement of previously paid repairs to correct the condition described in this bulletin are to be submitted to the dealer prior to or by September 30, 2015.

When a customer requests reimbursement, they must provide the following:

- Proof of ownership at time of repair.
- Original paid receipt confirming the amount of unreimbursed repair expense(s) (including Service Contract deductibles), a description of the repair, and the person or entity performing the repair.

All reasonable and customary costs to correct the condition described in this bulletin should be considered for reimbursement. Any questions or concerns should be reviewed with your GM representative prior to processing the request.

FLOOR PLAN REIMBURSEMENT

Dealers in possession of vehicles included in the Stop Delivery are eligible for reimbursement of floor plan expense upon completion of this recall. This reimbursement is limited to the number of days from the Stop Delivery message to receipt of the recall parts and/or repair procedures. Floor plan reimbursement beyond these dates is not allowed. The amount of reimbursement should be charged as a net amount expense using the recall labor operation provided.

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.

Note: To avoid having to "H" route the customer reimbursement or floor plan transaction for approval, it must be submitted prior to the repair transaction.

| Labor Code | Description | Labor Time | Net Item |
|-------------------|--|-------------------|-----------------|
| 9100732 | Replace Engine Oil Heater Power Cable - Cruze and Verano - Sonic, Trax, Encore | 0.3 0.4 | N/A |
| 9100733 | Customer Reimbursement Approved | 0.2 | * |
| 9100734 | Customer Reimbursement Denied - For US dealers only | 0.1 | N/A |
| 9100735 | Floor Plan Reimbursement | N/A | ** |

Note: Customer reimbursement will not close this recall. The service procedure must also be performed on the vehicle.

* The amount identified in "Net Item" should represent the dollar amount reimbursed to the customer.

** The amount identified in "Net Item" should represent the product of the vehicle's average daily interest rate (see table below) multiplied by the actual number of days the vehicle was in dealer inventory and not available for sale. This reimbursement is limited to the number of days from the date of the stop delivery message (July 2, 2014) to the date the repair is completed and the vehicle is ready for sale (not to exceed 49 days):

| Vehicle | US Reimbursement Amount | Canadian Reimbursement Amount |
|----------------|--------------------------------|--------------------------------------|
| 2013 Cruze | \$ 3.05 | \$ 3.18 |
| 2014 Cruze | \$ 2.83 | \$ 3.30 |
| 2013 Encore | \$ 3.75 | \$ 4.79 |
| 2014 Encore | \$ 3.86 | \$ 4.98 |
| 2013 Sonic | \$ 2.49 | \$ 2.80 |
| 2014 Sonic | N/A | \$ 2.80 |
| 2013 Trax | N/A | \$ 3.91 |
| 2014 Trax | N/A | \$ 4.08 |
| 2013 Verano | \$ 3.49 | \$ 4.73 |
| 2014 Verano | \$ 3.49 | \$ 4.73 |

CUSTOMER NOTIFICATION

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

DEALER RECALL RESPONSIBILITY – For US and Export (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

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 the oil pan/block heater cord installed on certain 2011-2014 model year Chevrolet Cruze, 2012-2014 model year Chevrolet Sonic, and 2013-2014 model year Chevrolet TRAX all-wheel drive, Buick Encore all-wheel drive and Buick Verano vehicles equipped with an oil pan/block heater. 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 2011-2014 model year Chevrolet Cruze, 2012-2014 model year Chevrolet Sonic, or 2013-2014 model year Chevrolet TRAX all-wheel drive, Buick Encore all-wheel drive or Buick Verano vehicle equipped with an oil pan/block heater, **VIN**_____.
- Your 2011-2014 model year Chevrolet Cruze, 2012-2014 model year Chevrolet Sonic, or 2013-2014 model year Chevrolet TRAX all-wheel drive, Buick Encore all-wheel drive or Buick Verano, **VIN**_____, is involved in GM recall 14257.
- Schedule an appointment with your GM dealer on or after September 15, 2014.
- This service will be performed for you at **no charge**.

Why is your vehicle being recalled?

The insulation on the engine block heater power cord of your vehicle may become damaged during very cold temperatures (minus 10°F). If the insulation becomes damaged and the wires within the cord are exposed, an electrical shock hazard may exist if the cord is handled while energized (plugged in).

What will we do?

PARTS ARE NOT CURRENTLY AVAILABLE. When parts are available, your GM dealer will replace the engine oil pan/block heater cord. This service will be performed for you at **no charge**.

We are working as quickly as possible to correct this condition and expect to have sufficient parts to begin repairs by September 15, 2014.

What should you do?

You should contact your GM dealer to arrange a service appointment on or after September 15, 2014.

Until you have the oil pan/block heater cord replaced, you should check the oil pan/block heater cord for cracked insulation and/or exposed wires before plugging the cord into an electrical outlet. If the cord is found to be damaged, it should not be used. You should contact their dealer for a replacement cord.

The heater cord should be inspected yearly for any signs of damage.

Did you already pay for this repair?

Even though you may have already had this condition corrected, you will still need to take your vehicle to your dealer for additional repairs. If you have paid for repairs for the condition described in this letter, please complete the enclosed reimbursement form and present it to your dealer with all required documents. Working with your dealer will expedite your request, however, if this is not convenient, you may mail the completed reimbursement form and all required documents to Reimbursement Department, PO Box 33170, Detroit, MI 48232-5170. The completed form and required documents must be presented to your dealer or received by the Reimbursement Department by September 30, 2015, unless state law specifies a longer reimbursement period.

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) |
|-----------------------|----------------|-----------------------|
| Buick | 1-800-521-7300 | 1-800-832-8425 |
| Chevrolet | 1-800-222-1020 | 1-800-833-2438 |
| 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 14V417.

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