



IMPORTANT SAFETY RECALL

December 2014

This notice applies to your vehicle, **VIN:** _____.

Dear General Motor 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 and Escalade ESV vehicles fail to conform to Federal Motor Vehicle Safety Standard 208 for 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.

I M P O R T A N T

- Your vehicle is involved in GM recall 14352 (formerly 14220 or 14249).
- Schedule an appointment with your Cadillac dealer.
- This service will be performed for you at **no charge**.
- **Until you have had your vehicle serviced, do not let vehicle occupants sit in the front passenger seat position.**

General Motors recently discovered a data system issue which may have caused some current owners of vehicles -- that were originally purchased by fleet buyers in the U.S. and Canada -- to not receive certain recall communications from GM. This issue may have prevented prior letters concerning this recall from reaching you, which is why you are receiving this letter. We have corrected our data system and apologize for any delay in providing this letter to you.

In cooperation with the National Highway Traffic Safety Administration (NHTSA) we recommend that you check your vehicle identification number periodically at the GM recall website (<https://recalls.gm.com>) or at NHTSA's website (<https://vinrcl.safercar.gov/vin/>), where you can find the most up-to-date recall information for your vehicle.

Why is your vehicle being recalled?

The passenger airbag module is attached to a chute adhered to the backside of the instrument panel with an infrared weld that was not sufficiently heated. This results in a partial deployment which increases the risk of injury in a crash.

What will we do?

Your Cadillac dealer will inspect the instrument panel assembly and, if necessary, replace it. 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 inspection

time of approximately 40 minutes. If the instrument panel assembly requires replacement, an additional 50 minutes will be necessary.

What should you do?

You should contact your Cadillac dealer to arrange a service appointment as soon as possible. Until you have had your vehicle serviced, do not let vehicle occupants sit in the front passenger seat position.

Even if you have already had your vehicle repaired, we still need to inspect your vehicle to ensure that a correct part was used during the repair and that the passenger airbag will operate properly.

Do you have questions?

If you have questions or concerns that your dealer is unable to resolve, please contact the Cadillac Customer Assistance Center at 1-800-458-8006, or 1-800-833-2622 (TTY).

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 14V259.

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



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Global Vehicle Safety