



IMPORTANT SAFETY RECALL

December 2014

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

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 2014 model year Chevrolet Silverado and GMC Sierra vehicles equipped with the All Weather Floor Mats option and with the vinyl flooring option. 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

- Your vehicle is involved in safety recall 14310.
- Schedule an appointment with your GM dealer.
- This service will be performed for you at **no charge**.

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?

Some 2014 Chevrolet Silverado LD and GMC Sierra LD pick-up trucks were equipped with both optional accessory All-Weather Floor Mats and optional vinyl flooring. Vehicles built with the vinyl flooring option do not have retention features for floor mats on the driver's side of the vehicle. If the driver's floor mat were to move out of position, it could interfere with the accelerator pedal travel, which could increase the risk of a crash. All vehicles equipped with the All Weather floor mats and the vinyl flooring option are equipped with a Brake Torque Mitigation software algorithm in the Engine Control Module that will override the accelerator input allowing the vehicle to

be safely slowed or stopped by pressing firmly and steadily on the brake pedal.

What will we do?

Your GM Dealer will purchase the all-weather floor mats back from you. Dealers are to issue a \$160 USD check to the customer of record as compensation for the loss of this option. Your dealer will also provide a revised Owner's Manual page updating the information on floor mats.

What should you do?

You should contact your GM dealer to arrange a service appointment as soon as possible. Until you visit your dealer, remove the All Weather floor mats from your vehicle. Do not use any floor mats with the vinyl flooring.

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
GMC	1-800-462-8782	1-888-889-2438
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 14V345.

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