

GM CUSTOMER CARE AND AFTERSALES  
DCS3585  
URGENT - DISTRIBUTE IMMEDIATELY

Date: March 18, 2015

Subject: 15037 - Safety Recall - Release from Stop Delivery  
Upon Completion of Recall  
Misalignment of Driver Airbag Inflator

Models: 2015 Chevrolet Colorado  
2015 GMC Canyon

To: All Chevrolet and GMC Dealers

Attention: General Manager, Service Advisor, Service Manager, Parts and  
Service Director, Parts Manager, New Vehicle Sales Manager,  
and Warranty Administrator

General Motors is releasing Safety Recall 15037 today. The total number of U.S. vehicles involved is approximately 40. Please see the attached bulletin for details.

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.

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.

**Customer Letter Mailing**

The customer letter will be sent via FedEx. The mailing date has not been determined.

**Global Connect (GWM)**

The "Investigate Vehicle History" (IVH) screen will be updated March 19, 2015. A list of involved vehicles in dealer inventory is attached to this message.

**Campaign Initiation Detail Report (CIDR)**

The CIDR will be available March 23, 2015.

END OF MESSAGE  
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