

GM CUSTOMER CARE AND AFTERSALES
DCS3839
URGENT - DISTRIBUTE IMMEDIATELY

Date: November 9, 2015

Subject: Upcoming Safety Recall 15438
Front Passenger Airbag Inflator
Limited Parts Allocation for the Jacksonville, Florida Area

Models: 2007-2008 Chevrolet Silverado 2500/3500 HD
2007-2008 GMC Sierra 2500/3500 HD

To: Select Chevrolet and GMC Dealers Located in the Jacksonville,
Florida Area

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

On May 28, 2015, GM notified dealers about an upcoming safety recall involving front passenger air bag inflator modules in all 2007-2008 model year Chevrolet Silverado and GMC Sierra 2500/3500 heavy duty pickup trucks. The GM recall number is 15438.

On July 23, 2015, GM notified dealers about a limited number of replacement parts being allocated to certain Chevrolet and GMC dealers in southern Florida in order to recover additional inflator modules from customers in high-absolute humidity areas for further testing and analysis.

The purpose of this message is to notify dealers that the scope of this project has been expanded to include certain Chevrolet and GMC dealers located in the Jacksonville, Florida area.

Attached to this message is a list of the additional 448 vehicles located in the Jacksonville, Florida area requiring air bag module replacement. This list is sorted by dealer business associate code (BAC) for easy reference. The total number of dealers involved is 20. Please see the attached list to confirm your dealership's involvement.

The currently available supply of replacement inflator modules is very limited and should only be used to repair the vehicles identified on the list. Parts ordering will be restricted to the 20 involved dealers and controlled by vehicle identification number. Vehicle eligibility can also be confirmed in the Global Warranty Management system on the Investigate Vehicle History screen under

Required Field Actions where a release date will be present and the status will show as "Open".

A generic copy of the customer notification letter being sent to the involved customers is also attached to this message. Each letter will be personalized prior to mailing. We anticipate mailing these letters on or before November 13, 2015. As an incentive to have this service performed as soon as possible, the letter contains the following statement:

"In addition, when you bring your vehicle in for this recall repair, GM will fill your vehicle with fuel and provide a detailing service at no charge."

Guidelines for providing these incentives are attached to this message along with instructions for parts ordering, performing the required repair, returning the suspect part and submitting a warranty transaction for payment.

Several other carmakers are affected by similar Takata air bag issues; accordingly, replacement parts are extremely limited, and it may be the second quarter of 2016 before replacement parts are available to begin repairing all affected vehicles.

Any questions or concerns about this recall should be directed to your GM District Manager – Aftersales.

END OF MESSAGE
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