

GM CUSTOMER CARE AND AFTERSALES  
DCS3721  
URGENT - DISTRIBUTE IMMEDIATELY

Date: July 23, 2015

Subject: Upcoming Safety Recall 15438  
Front Passenger Airbag Inflator  
Customer Advisory Letter Mailing

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

To: All Chevrolet and GMC Dealers

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.

Several other carmakers are affected by similar Takata air bag issues; accordingly, replacement parts are extremely limited, and it may be some time before replacement parts are available for all affected vehicles. GM is working closely with the National Highway Traffic Safety Administration (NHTSA) and our suppliers to obtain parts for all affected vehicles.

GM will be receiving a limited number of replacement parts shortly, which will be allocated to certain Chevrolet and GMC dealers in southern Florida. These dealers were selected so that GM could recover additional inflator modules from customers in high-absolute humidity areas for further testing and analysis. **Your dealership was not selected to participate in this initial repair action.**

GM will begin notifying all involved customers of this safety recall on or before July 27, 2015. This letter will advise customers that parts are not currently available and that they will receive another letter when parts become available. Attached to this message is a generic copy of the customer advisory letter. Each letter will be personalized prior to mailing.

The Investigate Vehicle History screen in the Global Warranty Management system has been updated for this upcoming safety recall. This action has been taken to assist dealers with determining which vehicles are involved so they can properly respond to customer inquiries. Please note the "N/A" under Release Date and the "Incomplete – Remedy Not Yet Available" message under Status. This means release of the recall bulletin is still pending and dealers should not attempt to perform any repairs at this time.

Parts ordering will be restricted to the 89 southern Florida dealers that were selected to participate in this initial repair action and will be controlled by vehicle identification number. **Please do not attempt to order parts at this time. Orders from any other dealers will be automatically canceled.**

To help answer customer questions about this safety recall, also attached to this message is a copy of an informational brochure that will be included with the customer advisory letter.

Dealers will be notified when the next allocation of replacement inflator modules becomes available and the recall bulletin is scheduled for release, which we estimate will occur in the second quarter of 2016. Any questions or concerns about this recall should be directed to your GM District Manager – Aftersales.

END OF MESSAGE  
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