

F/CMVSS Noncompliance Recall

50190 Up-Level Headlamp Incorrect Marking



Reference Number: N16205019
GWM Number: 2050190
Revision Description: This bulletin has been revised to include a copy of the customer notification letter. Please discard all copies of 50190.

Release Date: July 2016
Revision: 01

Attention: 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.

The service procedure in this bulletin (install labels) can be performed quickly and easily. To reduce the inconvenience to the customer, if a customer brings their vehicle and their label(s) into your facility for installation, please have this recall performed on the vehicle immediately, if possible, so that the customer does not have to leave their vehicle at the facility.

Make	Model	Model Year		RPO	Description
		From	To		
Chevrolet	Cruze	2016	2016		

Involved vehicles are marked "open" on the Investigate Vehicle History screen in GM Global Warranty Management system. This site should always be checked to confirm vehicle involvement prior to beginning any required inspections and/or repairs.

Condition	General Motors has decided that certain 2016 model year Cruze LT and Premier vehicles fail to conform to Federal/Canada Motor Vehicle Safety Standard No. 108, "Lamps, Reflective Devices, and Associated Equipment." The headlamp lenses in these vehicles are not marked with a three-digit identifier code that provides instructions for properly aiming the headlamps, as required by F/CMVSS No. 108. Although the headlamps in these vehicles were properly aimed by the GM assembly facility, if headlamp aim is affected by a crash or other incident, the missing code may be necessary to properly aim the headlamps in servicing. Improperly aimed headlamps may reduce nighttime forward visibility or increase glare for vehicles ahead, which could increase the risk of a crash.
Correction	GM will mail customers and dealers adhesive labels with the correct marking and instructions for applying the label to the headlamp lenses. Customers may bring the vehicles to a dealer for assistance in applying the labels.

Parts

Quantity	Part Name	Part No.
2	VOR Label	NC#50190

Parts Pre-Ship Information – For USA & Canada

Labels required for this repair are being provided to dealers at no charge, and will be shipped the week of June 27, 2016. **These labels are not to be ordered through GMCC&A.**

USA

Additional labels, if needed, are to be obtained from the 1Store through the GM GlobalConnect site. Be sure to request the appropriate label number for Non Compliance # 50190.

Canada

Additional labels, if needed, please contact the Warranty Call Centre (WCC) at 1-888-222-5546 to order required overlay label(s). The SKU number for the Canadian version of the label is # 50190.

Warranty Information

Labor Operation	Description	Labor Time	Trans. Type	Net Item
9102375	Install VOR Labels on Left and Right Headlamps	0.2	ZFAT	N/A

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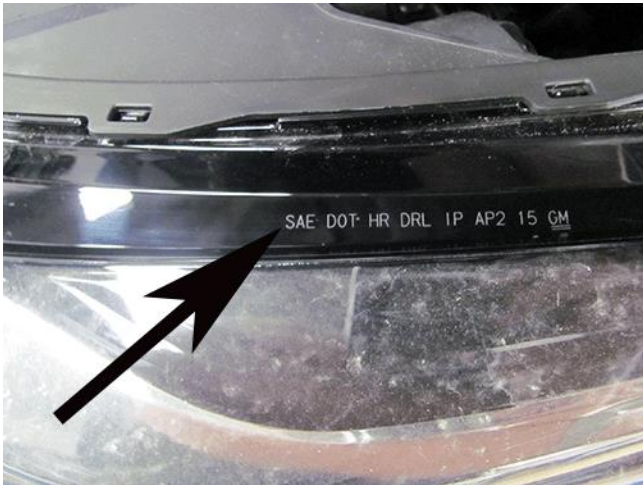


Service Procedure

1. Open the vehicle hood.



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2. Locate the existing identification information etched into the top edge of both headlamp assemblies.
3. Using a soft dampened towel, clean the area inboard (center of vehicle) of the existing identification information. Use care to not scratch the surface.



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4. Peel the "VOR" label off of the backing paper and place it approximately 3mm inboard of the existing identification information. Repeat this process on both headlamps.

Dealer Responsibility

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.

The US National Traffic and Motor Vehicle Safety Act provides that each vehicle that is subject to a recall of this type must be adequately repaired within a reasonable time after the customer has tendered it for repair. A failure to repair within sixty days after tender of a vehicle is prima facie evidence of failure to repair within a reasonable time. If the condition is not adequately repaired within a reasonable time, the customer may be entitled to an identical or reasonably equivalent vehicle at no charge or to a refund of the purchase price less a reasonable allowance for depreciation. To avoid having to provide these burdensome remedies, every effort must be made to promptly schedule an appointment with each customer and to repair their vehicle as soon as possible. In the recall notification letters, customers are told how to contact the US National Highway Traffic Safety Administration if the recall is not completed within a reasonable time.

Dealer Responsibility – All

All new, used, GM Certified Used, courtesy transportation vehicles, dealer shuttle vehicles, etc. in dealers' possession and subject to this recall must be held and inspected/repaired per the service procedure of this bulletin before customers take possession of these vehicles. Involved vehicles must be held and not delivered to customers, dealer-traded, released to auction, used for demonstration, or any other purpose.

All GM Certified Used vehicles currently in the dealers' inventory within the Certified Pre-Owned Inventory System (CPOIS) will be de-certified and must be held and remedied per the service procedure in this bulletin. Upon submitting an accepted/paid warranty transaction in the Global Warranty Management (GWM) system, the vehicle can be re-certified for sale within the CPOIS system, or once again be used in the CTP program.

Dealers are to service all vehicles subject to this recall at no charge to customers, regardless of mileage, age of vehicle, or ownership, from this time forward.

Customers who have recently purchased vehicles sold from your vehicle inventory, and for which there is no customer information indicated on the dealer listing, are to be contacted by the dealer. Arrangements are to be made to make the required correction according to the instructions contained in this bulletin. A copy of the customer letter is provided in this bulletin for your use in contacting customers. Recall follow-up cards should not be used for this purpose, since the customer may not as yet have received the notification letter.

In summary, whenever a vehicle subject to this recall enters your vehicle inventory, or is in your dealership for service in the future, you must take the steps necessary to be sure the recall correction has been made before selling or releasing the vehicle.

Dealer Reports

For dealers with involved vehicles, a listing with involved vehicles has been prepared and will be provided to U.S. and Canadian dealers through the GM GlobalConnect Recall Reports, or sent directly to export dealers. The listing may contain customer names and addresses obtained from Motor Vehicle Registration Records. The use of such motor vehicle registration data for any purpose other than follow-up necessary to complete this recall is a violation of law in several states/provinces/countries. Accordingly, you are urged to limit the use of this report to the follow-up necessary to complete this recall.

Courtesy Transportation – For USA & Canada

Courtesy transportation is available for customers whose vehicles are involved in a product program and still within the warranty coverage period. See General Motors Service Policies and Procedures Manual, Section 6.1.10 – Courtesy Transportation, for details.

Customer Notification

USA & Canada - General Motors will notify customers of this recall on their vehicle (see copy of customer letter included with this bulletin).

GM bulletins are intended for use by professional technicians, NOT a "do-it-yourselfer". They are written to inform these technicians of conditions that may occur on some vehicles, or to provide information that could assist in the proper service of a vehicle. Properly trained technicians have the tools, equipment, safety instructions, and know-how to do a job properly and safely. If a condition is described, **DO NOT** assume that the bulletin applies to your vehicle, or that your vehicle will have that condition. See your dealer for information on whether your vehicle may benefit from the information.



**We Support
Voluntary Technician
Certification**



IMPORTANT SAFETY RECALL

August 2016

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 certain 2016 model year Chevrolet Cruze vehicles fail to conform to Federal/Canada Motor Vehicle Safety Standard No. 108, "Lamps, Reflective Devices, and Associated Equipment." 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.

IMPORTANT

- Your vehicle is involved in GM safety recall 50190.
- Install the enclosed label or schedule an appointment.
- This service will be performed for you at **no charge**.

Why is your vehicle being recalled?

The headlamp lenses in these vehicles are not marked with a three-digit identifier code that provides instructions for properly aiming the headlamps, as required by F/CMVSS No. 108. Although the headlamps in these vehicles were properly aimed by the GM assembly facility, if headlamp aim is affected by a crash or other incident, the missing code may be necessary to properly aim the headlamps in servicing. Improperly aimed headlamps may reduce nighttime forward visibility or increase glare for vehicles ahead, which could increase the risk of a crash.

What will we do?

The VOR labels for your vehicle are enclosed. To reduce your inconvenience, you can install the labels easily by following the enclosed instructions. If you desire, however, you may take the label to your dealer for installation within the next 60 days. This service will be performed for you at **no charge**.

What should you do?

If you would like your dealer to install the label, you should contact your GM dealer to arrange a service appointment as soon as possible. Bring the label with you when you visit your dealer.

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	1-800-630-2438	1-800-833-2438
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 16V498.

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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

GM Recall 50190

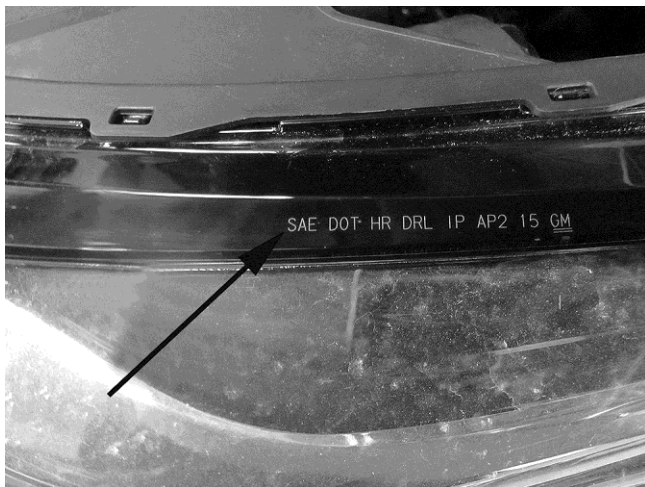
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Instructions to install the enclosed VOR labels.

1. Open the vehicle hood.



2. Locate the existing identification information etched into the top edge of both headlamp assemblies.
3. Using a soft dampened towel, clean the area inboard (center of vehicle) of the existing identification information. Use care to not scratch the surface.

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4. Peel the "VOR" label off of the backing paper and place it approximately 3mm inboard of the existing identification information. Repeat this process on both headlamps.