

Reference Number: GCUS-9-15817

March Takata Airbag Recall Communication on Behalf of Dealers

On behalf of dealers, GM Global Vehicle Safety will be sending a direct mail and email communication, as well as a continued online display campaign to customers with unrepaired vehicles affected by the Takata Airbag Safety Recall. This will be facilitated using the GM Customer Sales and Service Retention (CSSR) program at no cost to dealers.

One version of direct mail and one version of email will be sent the week of March 11th advising owners to visit their dealership to complete the free recall repair. The direct mail is estimated to start dropping 3/12/2024 and the tentative email deploy date is 3/15/2024.

Manifest is live on Global Connect, under the name: Takata Airbag Recalls.

No action is required on your part. If you have any questions, please call your Epsilon Program Headquarters Representative at: (800) 292 9220.