



March Takata Airbag Recall Communication on Behalf of Dealers

Updated Date: Mar 06, 2023 06:45 CT

On behalf of dealers, GM Global Vehicle Safety will be sending a direct mail and email communication 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 20th advising owners to visit their dealership to complete the free recall repair.

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