



U.S. Department of Transportation  
**National Highway Traffic Safety  
Administration**

1200 New Jersey Avenue SE  
Washington, DC 20590

May 16, 2023

Ms. Karen Blaesser  
Sr. Manager - Campaign Administration & Execution  
Chrysler (FCA US, LLC)  
800 Chrysler Drive  
Auburn Hills, MI 48326

NEF-107DM  
23V-336

**Subject:** Missing Dashboard Air Bag Warning Label/FMVSS 208

Dear Ms. Blaesser:

This letter serves to acknowledge Chrysler (FCA US, LLC)'s notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

**Makes/Models/Model Years:**

JEEP/GRAND CHEROKEE/2022-2023

**Mfr's Report Date:** May 11, 2023

**NHTSA Campaign Number:** 23V-336

**Components:**

EQUIPMENT:OTHER:LABELS

**Potential Number of Units Affected:** 17,108

**Problem Description:**

Chrysler (FCA US, LLC) is recalling certain 2022-2023 Jeep Grand Cherokee L and Grand Cherokee vehicles. The air bag warning label may be missing from the dashboard. As such, these vehicles fail to comply with the requirement Federal Motor Vehicle Safety Standard number 208, "Occupant Crash Protection."

**Consequence:**

Without a label that shows the proper restraint usage guidelines, the occupants may have an increased risk of injury in the event of a crash.

**Remedy:**

FCA US, LLC will mail owners a label, free of charge. Dealers will inspect unsold vehicles and install the required label, as necessary, free of charge. Owner notification letters are expected to be mailed June 30, 2023. Owners may contact FCA US, LLC customer service at 1-800-853-1403. FCA US, LLC's number for this recall is 52A.

**Notes:**

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to [www.nhtsa.gov](http://www.nhtsa.gov).

Please be reminded of the following requirements:



You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

As stated in 49 U.S.C. § 30118(f), submission of eight consecutive quarterly reports followed by three annual reports is required. As described in 573.7, submission of the first of eight consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter. The first of three consecutive annual status reports will be due on, or before, 1 year after the eighth quarterly report was submitted.

Chrysler (FCA US, LLC)'s contact for this recall will be DeMara Magruder who may be reached by email at [demara.magruder@dot.gov](mailto:demara.magruder@dot.gov). We look forward to working with you.

Sincerely,



Alex Ansley  
Chief, Recall Management Division  
Office of Defects Investigation  
Enforcement