



# Program Bulletin



## CUSTOMER SATISFACTION PROGRAM

**SUBJECT:** Carpeted Floor Mats Missing

**MODELS:** 2012 Buick Enclave  
2012 Cadillac CTS  
2011-2012 Chevrolet Captiva  
2012 Chevrolet Cruze, Equinox, Impala, Traverse, Volt  
2012 GMC Acadia, Terrain  
Registered in the U.S.

The Warranty Transaction Information section in this bulletin has been revised. A labor code has been added to allow shipping of floor mats for involved vehicles that have been dealer traded. Please discard all copies of bulletin 11275A, issued November 2011.

**THIS PROGRAM DOES NOT APPLY TO FLEET DAILY RENTAL (FDR) VEHICLES. FDR VEHICLES ARE BEING ADDRESSED OUTSIDE OF THIS PROGRAM.**

### CONDITION

**Certain** 2011-2012 model year Chevrolet Captiva; 2012 model year Buick Enclave; Cadillac CTS; Chevrolet Cruze, Equinox, Impala, Traverse, Volt; GMC Acadia and Terrain vehicles registered in the U.S. are being delivered to dealers without carpeted floor mats. The supplier who makes the floor mats has been affected by the recent flooding on the East Coast and is unable to produce the floor mats.

## CORRECTION

Dealers are to install carpeted floor mats when the mats become available. In the interim, when dealers sell an involved vehicle to a customer, dealers are to explain the situation to the customer and place an order for carpeted floor mats from their Accessory Distributor Installer (ADI) using the form contained at the back of this bulletin. If carpeted floor mats are available, the ADI will ship them to dealers. If carpeted floor mats are not available, the ADI will ship all-weather floor mats, if available. If the vehicle is equipped with all-weather floor mats as a Limited Promotion Option (LPO), another set of all-weather floor mats will not be shipped. The request will be held until carpeted floor mats are available. **All-weather floor mats are to be installed in sold vehicles only - do not place orders for vehicles in dealer inventory.**

The ADI will keep track of the VINs that receive all-weather floor mats. When the carpeted floor mats are available, the ADI will ship the mats to the dealer. The floor mats will have the VINS identified on the package. Dealers are to then contact the customer and ask them to come into the dealership for installation.

If dealers have already delivered a vehicle to a customer without the floor mats and the vehicle did not have an LPO for all-weather floor mats, dealers are to contact the customer and provide them with the all-weather floor mats until the carpeted floor mats are available.

**Note:** Customers do not need to return the all-weather floor mats when the carpeted floor mats are installed; however, only one set of floor mats (carpeted or all-weather) are to be installed in the vehicle at the same time. Place the other set in the trunk or rear cargo area.

**Important:** If a floor mat is the wrong size, not properly installed, or stacked, it can interfere with the pedals. Interference with the pedals can cause unintended acceleration and/or increased stopping distance, which can cause a crash and injury. Make sure the floor mat does not interfere with the pedals and is securely attached to the retainer on the carpet, if equipped.

## VEHICLES INVOLVED

Involved are **certain** 2011-2012 model year Chevrolet Captiva; 2012 model year Buick Enclave; Cadillac CTS; Chevrolet Cruze, Equinox, Impala, Traverse, Volt; GMC Acadia and Terrain vehicle registered in the U.S.

**Important:** Dealers are to confirm vehicle eligibility prior to beginning repairs by using the Required Field Actions section in the Global Warranty Management system. Not all vehicles may be involved.

For dealers with involved vehicles, a listing with involved vehicles containing the complete vehicle identification number, customer name, and address information has been prepared and will be provided to dealers through the GM GlobalConnect Recall Reports. Dealers will not have a report available if they have no involved vehicles currently assigned.

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 program 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 program.

## PART INFORMATION

**Note:** Carpeted and all-weather floor mats may not be available for all models at all times. Your request to the ADI will prioritize the orders. Do not place orders for vehicles in dealer inventory. Mats will be sent for inventory vehicles as they become available.

To obtain mats for this program you will need to use the following process:

### At Point-of-Sale:

- Inform the customer that as part of the pre-delivery process, mats will be obtained for their vehicle. If carpeted mats are unavailable at the time of delivery, all-weather mats, if available, will be provided at no charge as an interim solution until carpeted mats are available.
- Submit to your Accessory Distributor Installer (ADI) the attached Mat Request Form. Your ADI will provide the appropriate carpeted floor mat if available or the all-weather mat if available.

### At Point of Delivery:

- If all-weather mats were provided, inform the customer you will notify them when the carpeted mats are available. When the **carpeted** floor mats are installed in the vehicle, please submit a warranty transaction using the labor code provided in this bulletin.

### Post-Delivery:

- Once carpeted floor mats are received by your ADI, they will be delivered to you in the same manner as a Limited Promotion Option (LPO).
- Upon receipt of the carpeted floor mats, if the vehicle has been delivered to the customer, contact the customer and request that they return for the installation of the carpeted floor mats.

NOTE: All-weather mats should NOT be put into stock vehicles.

## SERVICE PROCEDURE

**Warning:** If a floor mat is the wrong size, not properly installed, or stacked, it can interfere with the pedals. Interference with the pedals can cause unintended acceleration and/or increased stopping distance, which can cause a crash and injury. Make sure the floor mat does not interfere with the pedals and is securely attached to the retainer on the carpet, if equipped.

**Note:** Customers who were provided with all-weather floor mats do not need to return the all-weather floor mats.

1. If the vehicle was delivered with all-weather floor mats because carpeted floor mats were not available, remove the all-weather floor mats and place them in the trunk or rear cargo area. DO NOT INSTALL ONE MAT ON TOP OF ANOTHER. Customers do not need to return the all-weather floor mats.
2. Install the carpeted floor mats. Refer to *Floor Mats* in the Owner Manual.

**WARRANTY TRANSACTION INFORMATION**

Submit a transaction using the table below.

<b>Labor Code</b>	<b>Description</b>	<b>Labor Time</b>	<b>Net Item</b>
V2496	Install Carpeted Floor Mats	0.1	N/A
T5855	Cost to Ship Carpeted Floor Mats - DEALER-TRADED VEHICLES ONLY	N/A	*

\* The amount identified in Net Item should represent the actual cost to ship floor mats for involved vehicles that were dealer traded, not to exceed \$25.00.

**CUSTOMER NOTIFICATION**

General Motors will notify customers when carpeted floor mats become available (see copy of customer letter included with this bulletin).

**DEALER PROGRAM RESPONSIBILITY**

Dealers are to service all vehicles subject to this program 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 involved vehicle 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. Program 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 program enters your vehicle inventory, or is in your facility for service in the future, you must take the steps necessary to be sure the program correction has been made before selling or releasing the vehicle.

December 2011

Dear General Motors Customer:

The manufacturer of the carpeted floor mats for your new 2011-2012 model year Chevrolet Captiva; 2012 model year Buick Enclave; Cadillac CTS; Chevrolet Cruze, Equinox, Impala, Traverse, Volt; GMC Acadia or Terrain vehicle is located in Pennsylvania, an area impacted by recent extreme rainfall and subsequent flooding. Due to this natural disaster, the floor mat manufacturer was not able to maintain production and, as a result, your vehicle may have been delivered to you without carpeted floor mats. If the carpeted floor mats have already been installed in your vehicle, please disregard this letter.

**What We Will Do:** Our supplier is back up and running and, if you have not already had the carpeted floor mats installed, your GM dealer is now able to install them. This service will be performed for you at **no charge**. If your dealer provided you with all-weather floor mats until the carpeted floor mats were available, they are yours to keep. You do not need to return them to your dealer; however, install only one set of the floor mats, either carpeted or all-weather. **DO NOT STACK ONE FLOOR MAT OVER ANOTHER.** In addition, if a floor mat is the wrong size, not properly installed, or stacked, it can interfere with the pedals. Interference with the pedals can cause unintended acceleration and/or increased stopping distance, which can cause a crash and injury. Make sure the floor mat does not interfere with the pedals and is securely attached to the retainer on the carpet, if equipped.

**What You Should Do:** To limit any possible inconvenience, we recommend that you contact your dealer as soon as possible to schedule an appointment to have your carpeted floor mats installed. By scheduling an appointment, your dealer can ensure that the floor mats will be available on your scheduled appointment date.

If you have any 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)
Buick	1-800-521-7300	1-800-832-8425
Cadillac	1-800-458-8006	1-800-833-2622
Chevrolet	1-800-222-1020	1-800-833-2438
GMC	1-800-462-8782	1-888-889-2438
Guam	65-6267-1752	
Puerto Rico – English	1-800-496-9992	
Puerto Rico – Español	1-800-496-9993	
Virgin Islands	1-800-496-9994	

We sincerely regret any inconvenience or concern that this situation may cause you. We want you to know that we will do our best, throughout your ownership experience, to ensure that your GM vehicle provides you many miles of enjoyable driving.

Jim Moloney  
General Director,  
Customer and Relationship Services

ADI Fax Number

(Reproduce this form for dealer usage)

**Customer Satisfaction Program - Replacement Floor Mat Request Form for Sold Vehicles Only****Request Log:****Date:**

Request Faxed To ADI	
Rec'd product From ADI	
Customer Contacted	
Floor Mats Installed	

As a result of this vehicle sale and delivery, we are requesting a set of carpeted floor mats. If carpeted floor mats are not available due to the recent flooding on the East Coast, we will be provided with a set of all-weather floor mats (if available) for installation until carpeted floor mats become available (not applicable for vehicles with all-weather floor mats as an LPO). These all-weather Mats will be provided to our dealership and the retail customer at no charge.

We understand that as the original carpeted floor mats become available, they will be provided to our dealership at no charge as originally intended to fulfill the missing content for our customer.

Vehicle Delivery Date:

VIN:

Vehicle Model

Selling Dealer BAC:

Dealership Name:

Dealership Address

City, State

Zip

Dealer Contact Name:

Dealer Contact Number

Dealer Auth. Signature

**Dealership customer follow up information for delivery of mat.**

Customer Name

Customer E-mail

Customer Ph. Number

**Request Rules and Requirements:**

- Vehicle must be sold for the dealership to be eligible to make this request. Carpeted floor mats for vehicles in dealer inventory will be automatically provided when mats become available - no request is necessary.
- Vehicle must be involved in this Customer Satisfaction Program offer and shipped short of carpeted floor mats.
- Vehicle can not already have all-weather floor mat protection provided by an LPO or base vehicle content.
- This request form must be retained in the vehicle sales jacket for future audit requirements.
- Dealer claims for all-weather mats for unsold vehicles will be subject to audit and chargeback.