



Program Bulletin



CUSTOMER SATISFACTION PROGRAM

SUBJECT: Missing Floor Mats

MODELS: 2014 Chevrolet Silverado
2014 GMC Sierra
Equipped with Rubber Floor Mats (B32)

There is currently a shortage of base rubber floor mats. Involved vehicles are being shipped to dealers without the floor mats. Although all involved vehicles will be loaded into IVH, do NOT perform this program on vehicles in dealer inventory. At this time, only vehicles being delivered to customers are to have this program performed. When sufficient mats are available, this bulletin will be revised with new part numbers and vehicles in dealer inventory can then be repaired.

CONDITION

Due to a shortage of base rubber floor mats (B32), **certain** 2014 model year Chevrolet Silverado and GMC Sierra vehicles, equipped with base rubber floor mats, were shipped without the floor mats.

CORRECTION

Dealers are to install the base rubber floor mats when they become available. In the meantime, **for sold vehicles only**, dealers are to install carpeted floor mats. When the base rubber floor mats become available, the customer will be advised to contact their dealer to have the mats installed.

VEHICLES INVOLVED

All involved vehicles are identified by Vehicle Identification Number on the Investigate Vehicle History screen in GM Global Warranty Management system. Dealership service personnel should always check this site to confirm vehicle involvement prior to beginning any required inspections and/or repairs. It is important to routinely use this tool to verify eligibility because not all similar vehicles may be involved regardless of description or option content.

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

Parts Pre-Ship Information

Important: An initial supply of carpeted floor mats is being pre-shipped to involved dealers of record. This pre-shipment is scheduled to begin the week of May 27, 2013. **This pre-shipment will be for sold vehicles only.** Pre-shipped parts will be charged to dealer's open parts account. **At this time, floor mats are not to be installed in vehicles in dealer inventory.**

Additional parts, if required, are to be obtained from GMCC&A. Please refer to your "involved vehicles listing" before ordering parts. Normal orders should be placed on a DRO = Daily Replenishment Order. In an emergency situation, parts should be ordered on a CSO = Customer Special Order.

Part Number	Description	Quantity/ Vehicle
19300734	MAT PKG, FRONT CARPET (COCOA) (inc driver/passenger)	1 (sold vehicles only)
19300735	MAT PKG, FRONT CARPET (EBONY) (inc driver/passenger)	1 (sold vehicles only)
19300736	MAT PKG, REAR CARPET (COCOA)	1 (sold vehicles only)
19300737	MAT PKG, REAR CARPET (EBONY)	1 (sold vehicles only)

SERVICE PROCEDURE

NOTE: This procedure is for sold vehicles only. Do not perform this procedure on vehicles in dealer inventory. When base floor mats become available, this bulletin will be revised and the base floor mats can then be installed in vehicles in dealer inventory.

Install the carpeted floor mats. Refer to *Removing and Replacing the Floor Mats* in the Owner's Manual.

WARRANTY TRANSACTION INFORMATION

Submit a transaction using the table below. All transactions should be submitted as a ZFAT transaction type, unless noted otherwise.

Labor Code	Description	Labor Time	Net Item
9100045	Install Temporary Floor Mat	0.0	*

Note: The labor time to install floor mats is covered under the PDI.

* The amount identified in "Net Item" should represent the actual sum total of the current GMCC&A dealer net price for the upgrade carpeted floor mats, plus applicable Mark-Up or Landed Cost (for Export).

CUSTOMER NOTIFICATION

General Motors will notify customers of this program on their vehicle.

DEALER PROGRAM RESPONSIBILITY

All unsold new vehicles in dealers' possession and subject to this program must be held and inspected/repaired per the service procedure of this program bulletin before customers take possession of these vehicles.

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. 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.



GM CUSTOMER CARE AND AFTERSALES
DCS2974
URGENT - DISTRIBUTE IMMEDIATELY

Date: May 29, 2013

Subject: 13167 - Customer Satisfaction Program
Missing Floor Mats

Models: 2014 Chevrolet Silverado and GMC Sierra Equipped with
Rubber Floor Mats (B32)

To: All Chevrolet and GMC Dealers

Attention: General Manager, Service Advisor, Service Manager, Parts and
Service Director, Parts Manager, New Vehicle Sales Manager,
and Warranty Administrator

General Motors is announcing Customer Satisfaction Program 13167 today. The total number of U.S. vehicles involved is approximately 5,300. Please see the attached bulletin for details.

Customer Letter Mailing

The customer letter mailing will begin when base rubber floor mats are available.

Global Connect (GWM)

The "Investigate Vehicle History" (IVH) screen will be updated May 31, 2013. A list of involved vehicles in dealer inventory is attached to this message. As additional involved vehicles are shipped to dealers, they will be loaded into IVH.

Campaign Initiation Detail Report (CIDR)

There are no sold vehicles at this time and so there will be no CIDR.

END OF MESSAGE
GM CUSTOMER CARE AND AFTERSALES