



Program Bulletin



CUSTOMER SATISFACTION PROGRAM

SUBJECT: Missing Floor Mats

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

This bulletin has been revised to include the installation of the base rubber floor mats, which are now available. The installation of temporary carpeted floor mats is no longer applicable.

To reduce the inconvenience to customer who took delivery of their vehicle with carpeted floor mats, it is strongly recommended to have someone from the dealership travel to the customer's location to place the carpeted floor mats in the rear cargo area, and install the rubber floor mats. Additional time has been provided for this service.

Please discard all copies of bulletin 13167.

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. If the customer was provided with temporary carpeted floor mats, dealers are to also provide the customer with a copy of the document located at the back of this bulletin titled, *Use of Floor Mats*.

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 base rubber floor mats required to complete this program is being pre-shipped to involved dealers of record. This pre-shipment is scheduled to begin the week of June 3, 2013, and will be approximately 20% of each dealer's involved vehicles. Pre-shipped parts will be charged to dealer's open parts account.

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
19302688	MAT PKG, FRONT VINYL (COCOA)	1
19302689	MAT PKG, FRONT VINYL (BLACK)	1
19300743	MAT PKG, REAR VINYL (COCOA)	1
19300744	MAT PKG, REAR VINYL (BLACK)	1

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.

1. If the vehicle was delivered with the temporary carpeted floor mats because the rubber floor mats were not available, remove the carpeted floor mats and place them in the rear cargo area. Customers do not need to return the carpeted floor mats.
2. Install the rubber floor mats. Refer to *Removing and Replacing the Floor Mats* in the Owner Manual.
3. If the vehicle was delivered with the temporary carpeted floor mats, provide the customer with a copy of the document titled, *Use of Floor Mats*, located at the back of this bulletin.

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
9100044	Install Rubber Floor Mat – for vehicles in dealer inventory	0.0*
9100046	Install Rubber Floor Mat – for customer vehicles that were delivered with carpeted mats	0.2
	Add: Travel to Install Mats at Customer Location	0.5

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

CUSTOMER NOTIFICATION

General Motors will notify customers of this program on their vehicle (see copy of customer letter included with this bulletin).

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. 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.



June 2013

Dear General Motors Customer:

Congratulations on the purchase of your new 2014 model year Chevrolet Silverado or GMC Sierra truck!

Due to a shortage of rubber floor mats at the time that you purchased your new vehicle, your dealer provided you with a set of carpeted floor mats to protect your carpet. This letter is to inform you that your rubber mats are now available.

To limit any possible inconvenience, we recommend that you contact your dealer as soon as possible to schedule an appointment to have the floor mats installed at **no charge**. By scheduling an appointment, your dealer can ensure that your mats will be available on your scheduled appointment date.

Since you will now have two sets of floor mats, we want to remind you that only one set of floor mats should be installed. Installing more than one set of floor mats can interfere with the pedals. Below are the guidelines for proper floor mat usage:

- The original equipment floor mats were designed for your vehicle. If the floor mats need replacing, it is recommended that GM certified floor mats be purchased. Non-GM floor mats may not fit properly and may interfere with the pedals. Always check that the floor mats do not interfere with the pedals.
- Use the floor mat with the correct side up. Do not turn it over.
- Do not place anything on top of the driver side floor mats.
- Use only a single floor mat on the driver side.
- Do not place one floor mat on top of another.

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)
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 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

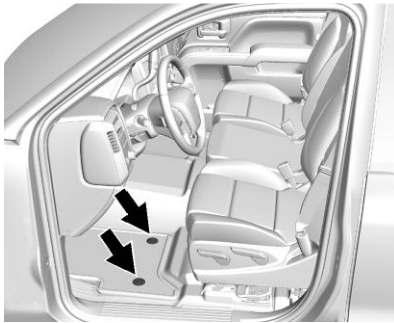
Use of Floor Mats

Warning: *If a floor mat is the wrong size or is not properly installed, 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.*

Use the following guidelines for proper floor mat usage:

- The original equipment floor mats were designed for your vehicle. If the floor mats need replacing, it is recommended that GM certified floor mats be purchased. Non-GM floor mats may not fit properly and may interfere with the pedals. Always check that the floor mats do not interfere with the pedals.
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Removing and Replacing the Floor Mats



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Pull up on the rear of the floor mat to unlock each retainer and remove.

Reinstall by lining up the floor mat retainer openings over the carpet retainers and snapping into position.

Make sure the floor mat is properly secured in place.

Verify that the floor mat does not interfere with the pedals.

GM CUSTOMER CARE AND AFTERSALES
DCS2979
URGENT - DISTRIBUTE IMMEDIATELY

Date: June 5, 2013

Subject: 13167A – Customer Satisfaction Program
Missing Floor Mats
Revised Repair

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

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END OF MESSAGE
GM CUSTOMER CARE AND AFTERSALES