



Program Bulletin



CUSTOMER SATISFACTION PROGRAM

SUBJECT: Incorrect Generator May Have Been Installed

MODELS: 2014 Chevrolet Silverado 1500
2014 GMC Sierra 1500
Equipped with Snow Plow Prep Package (RPO VYU)

.....
THIS PROGRAM IS IN EFFECT UNTIL SEPTEMBER 30, 2015
.....

CONDITION

Certain 2014 model year Chevrolet Silverado 1500 and GMC Sierra 1500 vehicles equipped with a Snow Plow Prep Package (RPO VYU) may have been assembled with an incorrect generator. This option calls for a higher amperage generator (RPO KW7); however, on some vehicles a lower amperage generator was installed. Over time, the lower amperage generator could result in premature battery rundown and possibly a no-start condition.

CORRECTION

Dealers are to inspect the generator for the correct part number and, if necessary, replace the generator.

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 US and Canadian 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

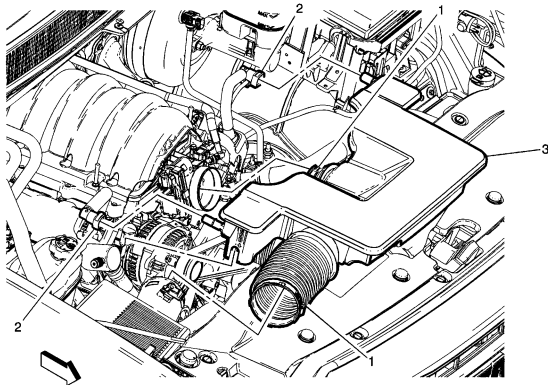
states/provinces/countries. Accordingly, you are urged to limit the use of this report to the follow-up necessary to complete this program.

PART INFORMATION

Parts required to complete this program are to be obtained from General Motors Customer Care and Aftersales (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 |
|-------------|-----------------------------------|------------------|
| 22949467 | High Amperage Generator (RPO KW7) | 1 (if req'd) |

SERVICE PROCEDURE



3267027

L83 Engine shown, LV3 engine similar.

1. Remove the air cleaner outlet duct from the engine. Refer to *Air Cleaner Outlet Duct Replacement* in SI.



3619506

2. Locate the generator and the generator part number label.
 - If the engine is equipped with a generator with part number 22949467, no further action is required. Install the air cleaner outlet duct. Refer to *Air Cleaner Outlet Duct Replacement* in SI.
 - If the engine is NOT equipped with a generator with part number 22949467, remove the generator and install a new one with part number 22949467. Proceed to step 3.
3. Remove the generator. Refer to *Generator Replacement* in SI.
4. Install a new generator, P/N 22949467. Refer to *Generator Replacement* in SI.

COURTESY TRANSPORTATION – For US and Canada

The General Motors Courtesy Transportation program is intended to minimize customer inconvenience when a vehicle requires a repair that is covered by the New Vehicle Limited Warranties. The availability of courtesy transportation to customers whose vehicles are within the warranty coverage period and involved in a product program is very important in maintaining customer satisfaction. Dealers are to ensure that these customers understand that shuttle service or some other form of courtesy transportation is available and will be provided at no charge. Dealers should refer to the General Motors Service Policies and Procedures Manual for Courtesy Transportation guidelines.

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 |
|------------|-------------------------------|------------|
| 9100162 | Inspect Generator Label | 0.2 |
| 9100163 | Inspect and Replace Generator | 0.5 |

CUSTOMER NOTIFICATION – For US and Canada

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/repared 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, through September 30, 2015.

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 through September 30, 2015, you must take the steps necessary to be sure the program correction has been made before selling or releasing the vehicle.



October 2013

Dear General Motors Customer:

We have learned that certain 2014 model year Chevrolet Silverado 1500 and GMC Sierra 1500 vehicles may have been assembled with an incorrect generator. Vehicles equipped with a Snow Plow Prep Package require a higher amperage generator; however, on some vehicles a lower amperage generator was installed. Over time, the lower amperage generator could result in premature battery rundown and possibly a no-start condition.

Your satisfaction with your 2014 model year Chevrolet Silverado 1500 and GMC Sierra 1500 is very important to us, so we are announcing a program to prevent this condition or, if it has occurred, to fix it.

What We Will Do: Your GM dealer will inspect the generator on your vehicle for the correct part number and, if necessary, replace the generator. This service will be performed for you at **no charge until September 30, 2015**. After that, any applicable warranty will apply.

What You Should Do: To limit any possible inconvenience, we recommend that you contact your dealer as soon as possible to schedule an appointment for this repair.

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 | |

Courtesy Transportation: If your vehicle is within the New Vehicle Limited Warranty, your dealer may provide you with shuttle service or some other form of courtesy transportation while your vehicle is at the dealership for this repair. Please refer to your Owner Manual and your dealer for details on Courtesy Transportation.

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

GM CUSTOMER CARE AND AFTERSALES
DCS3050
URGENT - DISTRIBUTE IMMEDIATELY

Date: September 27, 2013

Subject: 13304 - Customer Satisfaction Program
Incorrect Generator May Have Been Installed

Models: 2014 Chevrolet Silverado and GMC Sierra 1500 Equipped with
Snow Plow Prep Package (VYU)

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 13304 today. The total number of U.S. vehicles involved is approximately 300. Please see the attached bulletin for details.

Customer Letter Mailing

The customer letter mailing will begin on October 8, 2013.

Global Connect (GWM)

The "Investigate Vehicle History" (IVH) screen will be updated September 27, 2013. A list of involved vehicles is attached to this message.

Campaign Initiation Detail Report (CIDR)

The CIDR will be available October 1, 2013.

END OF MESSAGE

GM CUSTOMER CARE AND AFTERSALES