



Service Bulletin

PRELIMINARY INFORMATION

Subject: Information on Elimination of Vehicle Nameplate Badges

Models: 2014 Chevrolet Silverado 1500 (Texas Edition - RPO TUF and High Country Edition - RPO GAJ only)
2014 GMC Sierra 1500 (All Terrain Edition - RPO GAT only)

Condition/Concern

Some customers or dealers may comment that the "Silverado" or "Sierra" nameplate badge is missing from the side doors of the vehicles on the Texas, High Country and All Terrain Editions.

Recently a change was made for the Texas/High Country (Chevrolet) and All Terrain Edition (GMC) trucks that removed the Silverado/Sierra nameplate badges from the side doors. The change was intended to give a cleaner, less congested branding appearance and was communicated through a Marketing Administrative message.

Plant Change Dates

Fort Wayne Built Trucks (VIN Z) – After VIN EZ163318 on October 3, 2013

Silao Mexico (VIN G) – After EG258922 on October 7, 2013

Recommendation/Instructions





Note: The three graphics above show how the current badging looks, after the change took place.

No repairs to correct this should be performed as this was an intended Marketing change.

GM bulletins are intended for use by professional technicians, NOT a "do-it-yourselfer". They are written to inform these technicians of conditions that may occur on some vehicles, or to provide information that could assist in the proper service of a vehicle. Properly trained technicians have the equipment, tools, safety instructions, and know-how to do a job properly and safely. If a condition is described, DO NOT assume that the bulletin applies to your vehicle, or that your vehicle will have that condition. See your GM dealer for information on whether your vehicle may benefit from the information.



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