



Service Bulletin

PRELIMINARY INFORMATION

Subject: Front Grille Mounted Z71 Emblem Loose or Missing

Models: 2014 Chevrolet Silverado 1500 with RPO Z71
Built Prior to September 12, 2013

Condition/Concern



Some customers may comment that the front grille mounted Z71 emblem is loose or missing.

This condition may be caused by a failure of the adhesive tape used to attach the emblem to the grille.

Recommendation/Instructions

Use the following steps to install a replacement emblem that has revised adhesive material:

1. Remove the loose emblem and adhesive residue if necessary. Clean the grille surface using an isopropyl alcohol and water solution (50/50) or *3M General Purpose Adhesive Cleaner, 3M P/N 08987 or Acrysol Body Solvent (Kent Auto), or equivalent, to ensure that the surface is free of contaminants such as dust, oils, wax, moisture, etc.
2. Warm the mounting surface of the grille using a heat gun. Hold the heat gun, J-25070, 152♦mm (6.0♦in) from the surface to warm the grille to approximately 70°F (21°C). Use care. If overheating occurs, the grille finish may be damaged.
Important: Failure to use promoter may reduce the adhesion properties of the mounting tape.
3. Wipe the emblem mounting area with *3M Automotive Adhesion Promoter, 3M P/N 06396.
4. Once the surface of the grille has been prepped, warm the emblem, hold the heat gun 152♦mm (6.0♦in) from the emblem and heat the front and back of the emblem using a circular motion for 30 seconds, making the emblem pliable.
Important: Do not touch the adhesive of the emblem.
5. Remove the backing film from the emblem.
6. Immediately locate the emblem to the correct position on the grille.
7. Using a roller, apply pressure evenly along the entire surface of the emblem to ensure proper adhesion.
8. Inspect the emblem for gaps and bonding.

*We believe this source and their products to be reliable. There may be additional manufacturers of such products. General Motors does not endorse, indicate any preference for or assume any responsibility for the products from this firm or for any such items which may be available from other sources.

Parts Information

This product is currently available from 3M. To obtain information for your local retail location, please call 3M at 1-888-364-3577.

Part Number	Description	Quantity
23432559	Front Grille Nameplate	1
*3M P/N 06396	3M Automotive Adhesion Promoter	As Required
*3M P/N 08987	3M General Purpose Adhesive Cleaner	

Warranty Information

For vehicles repaired under warranty, use:

Labor Operation	Description	Labor Time
1011520	Emblem/Nameplate Replacement	Use Published Labor Operation Time

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