

GM CUSTOMER CARE AND AFTERSALES  
DCS3164  
URGENT - DISTRIBUTE IMMEDIATELY

Date: March 20, 2014

Subject: Customer Advisory Mailing – Fuel Economy Label

Models: 2014 Cadillac ELR

To: All Cadillac Dealers

Attention: General Manager, General Sales Manager, and New Vehicle Sales Manager

Some 2014 Cadillac ELR vehicles were shipped with a window label that contained a minor error concerning the EPA Estimated Annual Fuel Cost and the 5 Year Fuel Cost Savings amounts.

Corrected window labels for all involved vehicles in dealer inventory are being mailed to all dealers on March 20, 2014, via U.S. Mail, Attention: Sales Manager. Please ensure that you affix the replacement window labels on the appropriate vehicles prior to delivery. If you receive a label for a vehicle that you have sold or dealer-traded, please ensure that the label is provided to the customer or dealer.

Where GM has received a delivery report on an affected vehicle by March 13, 2014, a corrected label is being mailed to the customer. Also enclosed, for your information, is a copy of the customer letter.

END OF MESSAGE  
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