



Recall Bulletin



F/CMVSS NONCOMPLIANCE RECALL

SUBJECT: Passenger Airbag Partial Deployment

MODELS: 2015 Cadillac Escalade, Escalade ESV
Previously Involved in Recalls 14220 or 14249

This bulletin has been revised to include a copy of the customer letter. Please discard all copies of bulletin 14352.

All vehicles involved in noncompliance recalls 14220 and 14249 have been transferred to this recall. All vehicles in this recall require an inspection of the IP assembly in the vehicle. Vehicles involved in this recall were previously repaired under noncompliance recall 14220 or 14249. These vehicles may have been repaired with suspect parts. To ensure a suspect part was not installed in the vehicle, **these vehicles are to be re-inspected to ensure that a correct part was used during the repair.**

It is a violation of Federal law for a dealer to deliver a new motor vehicle or any new or used item of motor vehicle equipment (including a tire) covered by this notification under a sale or lease until the defect or noncompliance is remedied.

All involved vehicles that are in dealer inventory must be held and not delivered to customers, dealer traded, or used for demonstration purposes until the repair contained in this bulletin has been performed on the vehicle.

CONDITION

General Motors has decided that certain 2015 model year Cadillac Escalade and Escalade ESV vehicles fail to conform to Federal/Canada Motor Vehicle Safety Standard 208 for occupant crash protection. The passenger airbag module is attached to a chute adhered to the backside of the instrument panel with an infrared weld that was not sufficiently heated. This results in a partial deployment which increases risk of injury in a crash.

CORRECTION

Dealers are to inspect the instrument panel assembly and, if necessary, replace it.

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 recall 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 recall.

PART INFORMATION

Parts, if required, to complete this recall 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.

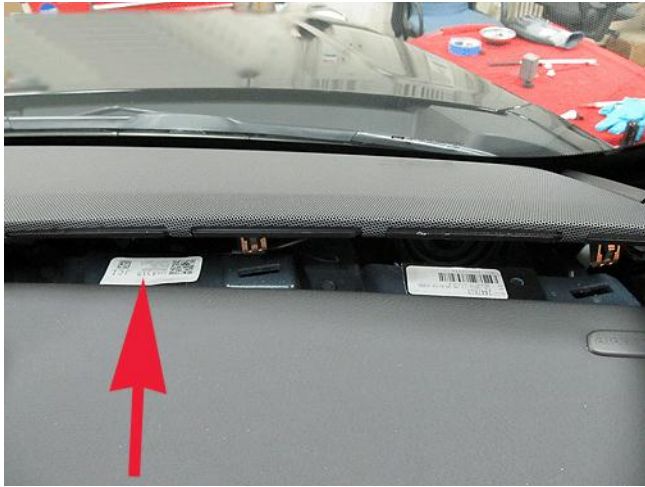
Part Number	Description	Quantity/Vehicle
23471519	Panel, IP Upper Trim (Black) RH (RPO 4AA)	1 (if req'd)
23471520	Panel, IP Upper Trim (Cocoa) RH (RPO 4ER)	1 (if req'd)
11611805	Clip, W/S Upr G/Mldg	1 (if panel replaced)

SERVICE PROCEDURE

Note: The purpose of the inspection procedure below is to determine if the right instrument upper trim panel must be replaced. Carefully read and follow the inspection procedure.

Use the following steps to remove the required interior trim, record the number from the tag on the right hand instrument trim panel and determine if the panel needs to be replaced.

1. Remove the instrument panel extension. Refer to Instrument Panel Extension Replacement (Cadillac) in SI.



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2. Locate the white paper tag on the instrument panel upper trim panel (there are two labels, it is the label toward the center of the vehicle).
3. Using a digital camera or the camera function on a cell phone, take a clear picture of the label.



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4. Compare the last 9 numbers on the label to the Suspect Label Number Table below. The label will appear upside down in the photograph, rotate as required.
 - **If the number does NOT appear on the list**, no further action is required. Reinstall the instrument panel extension.
 - **If the number IS on the list**, proceed to the Replacement Procedure below.

Suspect Label Number Table

H77168489	H77168542	H77178075	H77240156	H77240214	H77271636	H77284598
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Right Side Instrument Panel Upper Trim Panel Replacement Procedure

Note: Prior to installing the new IP assembly into the vehicle, inspect the part to ensure it is not on the suspect part list above.

1. Locate the white paper tag on the instrument panel upper trim panel (there are two labels, it is the label toward the center of the vehicle).



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2. Compare the last 9 numbers on the label to the Suspect Label Number Table above.
 - If the number does NOT appear on the list, it is a good part. Proceed to Step 3.
 - If the number IS on the list, it is a suspect part. DO NOT INSTALL THE PART ON THE VEHICLE. Obtain another IP assembly and perform the part number inspection again. Once it is determined that you have a good part, proceed to Step 3.
3. Replace the right instrument panel upper trim panel. Refer to *Instrument Panel Upper Trim Panel Replacement - Right Side (Cadillac)* in SI.

Tips for removal:

- When removing the left pillar trim, use care to not break the top clip mount on the trim.
- When removing the wood trim moldings, do not pry on the corners, the wood will chip.
- When removing the left and right console side trim, open the compartment lid and detach the trim from back to front.
- When removing the center trim plate, open the trim plate door to aid in removal.



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- When removing the fasteners in the center of the upper left pad, there are three screws above the center screen. Ensure these are removed, if not, forcing the trim will break the mounts.
- Place the upper trim panel on a soft surface when removing and reinstalling the air bag module to prevent damage.

Tips for installation:

- When installing the air bag module on the new panel, ensure all of the tabs are fully engaged. This can be verified by an audible “click”. Gently pull on the installed assembly to verify full engagement.



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- Apply hand pressure to the top of the trim panel when installing the fasteners in the center area.
- Ensure the air bag harness is connected when installing the right upper trim panel.

Ensure the correct flat head Torx fasteners are used when reinstalling the glove box. Incorrect fasteners will prevent the glove box door from closing properly.

COURTESY TRANSPORTATION

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
9100638	Inspect Right IP Assembly – No Further Action Req'd	0.6
9100639	Inspect & Replace Right IP Upper Trim Panel	1.5

CUSTOMER NOTIFICATION

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

DEALER RECALL RESPONSIBILITY – For US (US States, Territories, and Possessions)

It is a violation of Federal law for a dealer to deliver a new motor vehicle or any new or used item of motor vehicle equipment (including a tire) covered by this notification under a sale or lease until the defect or noncompliance is remedied.

The US National Traffic and Motor Vehicle Safety Act provides that each vehicle that is subject to a recall of this type must be adequately repaired within a reasonable time after the customer has tendered it for repair. A failure to repair within sixty days after tender of a vehicle is prima facie evidence of failure to repair within a reasonable time. If the condition is not adequately repaired within a reasonable time, the customer may be entitled to an identical or reasonably equivalent vehicle at no charge or to a refund of the purchase price less a reasonable allowance for depreciation. To avoid having to provide these burdensome remedies, every effort must be made to promptly schedule an appointment with each customer and to repair their vehicle as soon as possible. In the recall notification letters, customers are told how to contact the US National Highway Traffic Safety Administration if the recall is not completed within a reasonable time.

This bulletin is notice to you that the new motor vehicles included in this recall may not comply with the standard identified above. Under Title 49, Section 30112 of the United States Code, it is illegal for a dealer to sell a new motor vehicle which the dealer knows does not comply with an applicable Federal Motor Vehicle Safety Standard. As a consequence, if you sell any of these motor vehicles without first performing the recall correction, your facility may be subject to a civil penalty for each such sale.

DEALER RECALL RESPONSIBILITY - All

All unsold new vehicles in dealer's possession and subject to this recall must be held and inspected/repaired per the service procedure of this recall bulletin before customers take possession of these vehicles.

Dealers are to service all vehicles subject to this recall 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 dealer 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. Recall 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 recall enters your vehicle inventory, or is in your facility for service in the future, you must take the steps necessary to be sure the recall correction has been made before selling or releasing the vehicle.





IMPORTANT SAFETY RECALL

June 2014

Dear General Motors Customer:

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act.

*Previously, you may have been notified that your 2015 model year Cadillac Escalade or Escalade ESV was involved in a GM recall. This letter is to inform you that parts are now available to repair your vehicle. **Even if you have already had your vehicle repaired, we still need to inspect your vehicle to ensure that a correct part was used during the repair and that the passenger airbag will operate properly.***

General Motors has decided that certain 2015 model year Cadillac Escalade and Escalade ESV vehicles fail to conform to Federal Motor Vehicle Safety Standard 208 for occupant crash protection. As a result, GM is conducting a recall. We apologize for this inconvenience. However, we are concerned about your safety and continued satisfaction with our products.

IMPORTANT

- This notice applies to your 2015 model year Cadillac Escalade or Escalade ESV.
- Your vehicle is involved in GM recall 14352 (formerly 14220 or 14249).
- Schedule an appointment with your Cadillac dealer.
- This service will be performed for you at **no charge**.
- **Until you have had your vehicle serviced, do not let vehicle occupants sit in the front passenger seat position.**

Why is your vehicle being recalled?

The passenger airbag module is attached to a chute adhered to the backside of the instrument panel with an infrared weld that was not sufficiently heated. This results in a partial deployment which increases the risk of injury in a crash.

What will we do?

Your Cadillac dealer will inspect the instrument panel assembly and, if necessary, replace it. This service will be performed for you at **no charge**. Because of service scheduling requirements, it is likely that your dealer will need your vehicle longer than the actual inspection time of approximately 40 minutes. If the instrument panel assembly requires replacement, an additional 50 minutes will be necessary.

What should you do?

You should contact your Cadillac dealer to arrange a service appointment as soon as possible. Until you have had your vehicle serviced, do not let vehicle occupants sit in the front passenger seat position.

Even if you have already had your vehicle repaired, we still need to inspect your vehicle to ensure that a correct part was used during the repair and that the passenger airbag will operate properly.

Do you have questions?

If you have questions or concerns that your dealer is unable to resolve, please contact the Cadillac Customer Assistance Center at 1-800-458-8006, or 1-800-833-2622 (TTY).

If after contacting your dealer and the Customer Assistance Center, you are still not satisfied we have done our best to remedy this condition without charge and within a reasonable time, you may wish to write the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue, SE., Washington, DC 20590, or call the toll-free Vehicle Safety Hotline at 1.888.327.4236 (TTY 1.800.424.9153), or go to <http://www.safercar.gov>. The National Highway Traffic Safety Administration Campaign ID Number for this recall is 14V259.

Federal regulation requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

Jim Moloney
General Director,
Customer and Relationship Services

GM Recall #14352