



Service Bulletin

File in Section: -

Bulletin No.: PI1127A

Date: May, 2014

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 and "Off Road" Chassis Package - RPO Z71 only)

This PI has been revised to update the information for the Z71 package and Sierra Denali model. Please discard PI1127.

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, or on the All Terrain and Sierra Denali Editions, the "4x4", "Z71" or "Z71 4x4" nameplate is missing from the fender.

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.

Specific to the All Terrain and Sierra Denali Editions, the badging strategy from the start of production was that the vehicle DID NOT receive factory installed fender nameplates.

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

Current Badging After Production Change



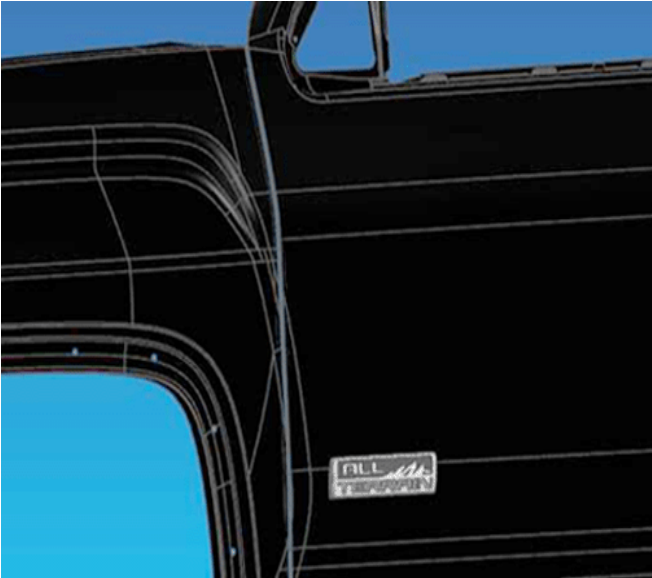


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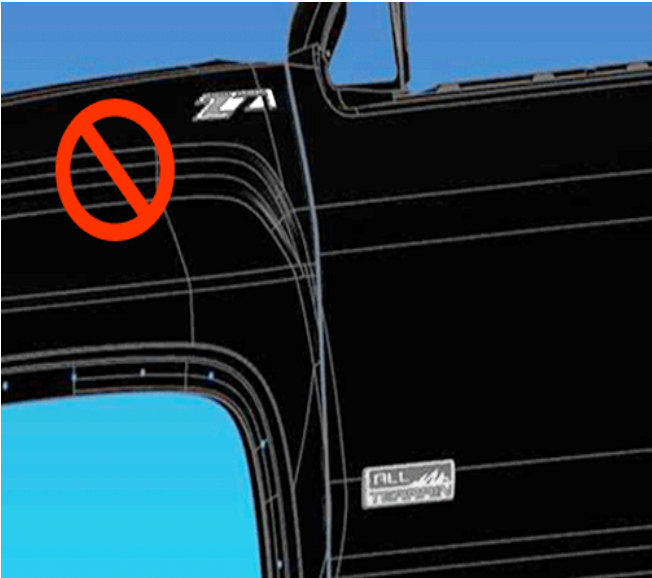


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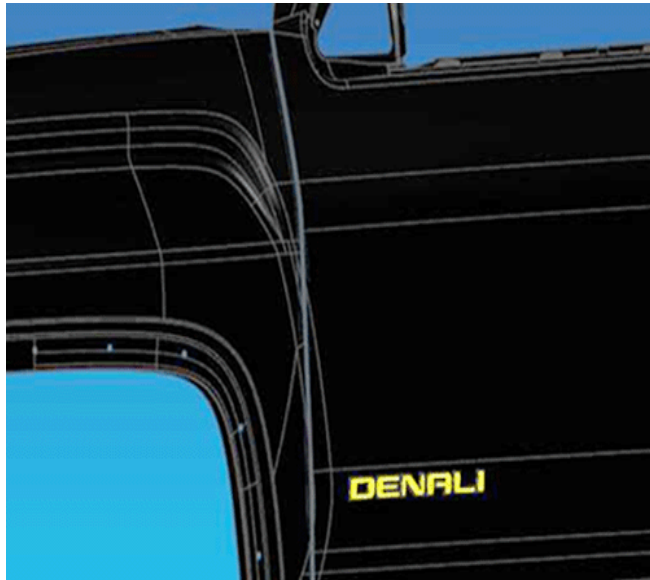
Current Badging From Start of Production



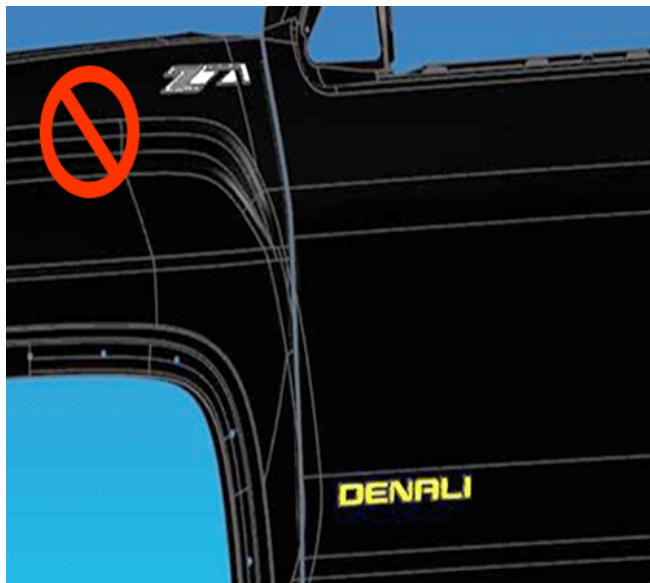
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Note: A “Z71” fender emblem is shown in two of the above illustrations. The “4x4” and “Z71 4x4” emblem would be similar.

No repairs to correct this should be performed because these examples show intended Marketing direction.