



Program Bulletin



CUSTOMER SATISFACTION PROGRAM

SUBJECT: Incorrect Front Fascia Grillettes

MODELS: 2014 Cadillac CTS
Equipped with Twin Turbo Engine (LF3)

.....
THIS PROGRAM IS IN EFFECT UNTIL SEPTEMBER 30, 2016.
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CONDITION

We have learned that certain 2014 model year Cadillac CTS vehicles equipped with a twin turbo engine (LF3) may have been built with front fascia lower grillettes that do not have air vents. Without air vents, under certain high performance driving conditions, such as race track driving, the engine could exceed 258°F and enter the over-temperature algorithm which will shut off the air conditioning system and begin to reduce engine power.

CORRECTION

Dealers are to replace the non-vented grillettes with vented grillettes.

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 U.S. dealers through the GM GlobalConnect Recall Reports. Dealers will not have a report available if they have no involved vehicles currently assigned.

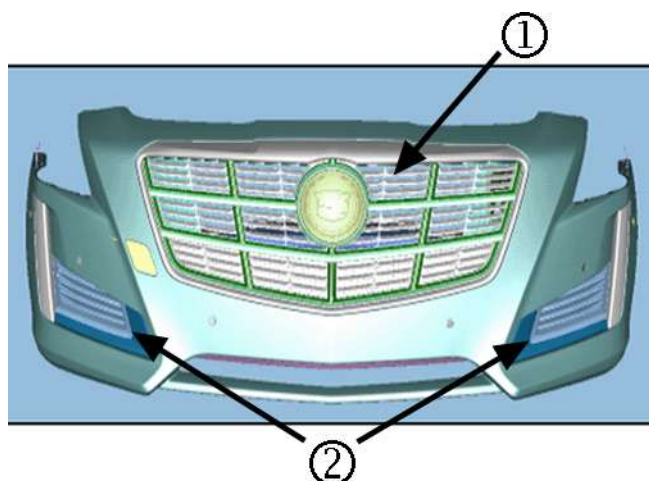
The listing may contain customer names and addresses obtained from Motor Vehicle Registration Records. The use of such motor vehicle registration data for any purpose other than follow-up necessary to complete this program is a violation of law in several states/provinces/countries. Accordingly, you are urged to limit the use of this report to the follow-up necessary to complete this program.

PART INFORMATION

Parts required to complete this program are to be obtained from General Motors Customer Care and Aftersales (GMCCA). 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
22900020	BEZEL-FRT LWR OTR GRL (RH)	1
23435910	COVER-FRT FOG LP OPG (RH)	1
22900019	BEZEL-FRT LWR OTR GRL (LH)	1
23435909	COVER-FRT FOG LP OPG (LH)	1
22806396	GRILLE ASM-RAD UPR (Exc. Collision Avoidance)	1
22881298	GRILLE ASM-FRT OTR (Surround)	1
11562364	RETAINER, FRT GRL	8

SERVICE PROCEDURE



Note: For vehicles with bright chrome grille kits, replace the upper grille (1) and front outer grilles and bezels (2) with the black chrome service parts noted above. For vehicles with black chrome grille kits, replace **ONLY** the front outer grilles and bezels (2) with the service parts noted above.

1. Remove the front upper grille and/or front outer grilles, as necessary. Refer to *Front Grille Kit Installation* in SI.
2. Install the new front upper grille and/or front outer grilles, as necessary. Refer to *Front Grille Kit Installation* in SI.

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
9100868	Front Grille Kit Replacement	1.9

CUSTOMER NOTIFICATION

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

DEALER PROGRAM RESPONSIBILITY

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

Dealers are to service all vehicles subject to this program at no charge to customers, regardless of mileage, age of vehicle, or ownership, through September 30, 2016.

Customers who have recently purchased vehicles sold from your vehicle inventory, and for which there is no customer information indicated on the involved vehicle 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. Program 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 program enters your vehicle inventory, or is in your facility for service through September 30, 2016, you must take the steps necessary to be sure the program correction has been made before selling or releasing the vehicle.



September 2014

Dear General Motors Customer:

We have learned that your 2014 model year Cadillac CTS may have been built with front fascia lower grillettes that do not have air vents. Without air vents, under certain high performance driving conditions, such as race track driving, the engine could exceed 126°C and enter the over-temperature algorithm which will shut off the air conditioning system and begin to reduce engine power.

Your satisfaction with your Cadillac CTS is very important to us, so we are announcing a program to resolve this issue.

What We Will Do: Your Cadillac dealer will replace the non-vented grillettes with vented grillettes. This service will be performed for you at **no charge until September 30, 2016**. After that, any applicable warranty will apply.

What You Should Do: To limit any possible inconvenience, we recommend that you contact your Cadillac dealer as soon as possible to schedule an appointment for this repair. By scheduling an appointment, your dealer can ensure that the necessary parts will be available on your scheduled appointment date.

If you have any questions or concerns that your Cadillac dealer is unable to resolve, please contact the appropriate Customer Assistance Center at the number listed below.

Division	Number	Text Telephones (TTY)
Cadillac	1-800-458-8006	1-800-833-2622
Guam	65-6267-1752	
Puerto Rico – English	1-800-496-9992	
Puerto Rico – Español	1-800-496-9993	
Virgin Islands	1-800-496-9994	

We sincerely regret any inconvenience or concern that this situation may cause you. We want you to know that we will do our best, throughout your ownership experience, to ensure that you're Cadillac CTS provides you many miles of enjoyable driving.

Jim Moloney
General Director,
Customer and Relationship Services

GM Program Number: 14306

GM CUSTOMER CARE AND AFTERSALES
DCS3345
URGENT - DISTRIBUTE IMMEDIATELY

Date: September 10, 2014

Subject: 14306 - Customer Satisfaction Program
Incorrect Front Fascia Grillettes

Models: 2014 Cadillac CTS
Equipped with Twin Turbo Engine (LF3)

To: All Cadillac Dealers

Attention: General Manager, Service Advisor, Service Manager, Parts and
Service Director, Parts Manager, New Vehicle Sales Manager,
and Warranty Administrator

General Motors is releasing Customer Satisfaction Program 14306 today. The total number of U.S. vehicles involved is 19. Please see the attached bulletin for details.

Customer Letter Mailing

The customer letter mailing will begin on September 22, 2014.

Global Warranty Management (GWM)

The Investigate Vehicle History screen in GWM has been updated.

Campaign Initiation Detail Report (CIDR)

The CIDR will be available September 11, 2014.

END OF MESSAGE

GM CUSTOMER CARE AND AFTERSALES