



# Service Bulletin



## SERVICE UPDATE

**SUBJECT:** Service Update for Customer Vehicles  
Goodwill for Repeat Tail Lamp Repair  
Expires May 31, 2015

**MODELS:** 2014 Chevrolet Impala  
U.S. Vehicles Only

The expiration date of this bulletin has been revised. Customers in Customer Satisfaction Program 14047 that are returning for a second tail lamp repair have also been added to this bulletin. Please discard all copies of bulletin 14046.

### PURPOSE

The purpose of this service update is provide the customer with a goodwill gift to offset customer inconvenience, restore confidence in GM, and maintain loyalty to GM. The vehicles involved in this service update have previously had a warranty repair for a tail lamp water leak. Since that repair, GM has developed a more robust repair. These customers are now being asked to bring their vehicle back in for this more robust repair under Customer Satisfaction Program 13426 or 14047. For their inconvenience in having to return for a second repair, dealers are to offer the customer a selection of one of the available goodwill tools listed in this bulletin. Because each customer has unique preferences, please offer all of the options found in this bulletin to the customer and allow them to select the one that best suits their situation.

Please note that not all vehicles in Customer Satisfaction Program 13426 or 14047 have had a previous water leak repair, and so they may not be included in this service update.

**The goodwill offer described in this bulletin should be presented to the involved customer when they pick up their vehicle after having Customer Satisfaction Program 13426 or 14047 performed on the vehicle.**

### VEHICLES INVOLVED

All involved vehicles are identified by VIN in the Global Warranty Management System – Investigate Vehicle History Application. Dealership technicians 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.

GOODWILL OPTIONS

**Note: Involved customers are to choose only ONE of the applicable options below.**

For dealers who are not familiar with the Dealer Empowerment process, training is available on the Center of Learning application; Course Number: VWGDE.013D-0D; Course Name: An Introduction to the Dealer Aftersales Empowerment Portal

Questions pertaining to Dealer Aftersales Empowerment Goodwill options should be directed to your dealership's Customer Experience Manager (CEM), or your GM District Manager – Aftersales (DMA).

Goodwill Option	Description
Maintenance Letter	A letter issued to the customer by CAC, valid for up to \$100 towards a future maintenance service or repair. The letter must be redeemed within 1 year of issuance.
GM Motor Club	A complimentary 12 month membership, which includes towing, lockout service, flat tire change, emergency trip interruption, emergency fuel service, battery jump-start service, travel discounts, trip routing and map service, entertainment-dining-retail discounts.
OnStar® 300 Calling Minutes*	Calling minutes will be added to their current OnStar® account. If OnStar® is not active, please see the footnote below.
GM Divisional Tire and Wheel Protection Plan <i>(not currently available in California or Florida)</i>	A complimentary 60 month plan, which covers repair or replacement of tires/wheels due to road hazards (includes mounting, balancing, and disposal fees) and emergency road service.

\* Dealers should contact OnStar® Dealer Support, 888-667-8271, **PRIOR** to submitting the request form and verify the following information.

1. The customer name listed on the OnStar® subscription – The owner of the vehicle is not always the name on the OnStar® account and submitting a request with the wrong name can significantly delay processing.
2. The current Plan Type (S&S or D&C) and the expiration date – If the date is less than 30 days away, there could be a chance that service is interrupted. If it has already expired, then the next step is critical.
3. If this is a new OnStar® customer or a closed account where the vehicle's OnStar® module has been deactivated, service will not be provided until the customer makes contact through the vehicle's OnStar® system. This is also where the customer need to specifically tell the OnStar® agent a "**Complimentary Customer Assistance Package**" has been provided by the dealer. Service will be activated once OnStar® has added the complimentary package.

**WARRANTY TRANSACTION INFORMATION**

1. Submit a Goodwill Request via the Aftersales Empowerment application located in the Service Workbench on GlobalConnect. In the comment section, enter "Service Update 14046".
2. After the Goodwill Request has been submitted, submit a transaction in GWM for 0.1 hours to close this Service Update. The transaction should be submitted as a ZFAT transaction type.

<b>Labor Code</b>	<b>Description</b>	<b>Labor Time</b>
9100369	Close Service Update	0.1

**DEALER PROGRAM RESPONSIBILITY**

Until May 31, 2015, at which time this bulletin will expire, whenever a vehicle subject to this service update enters your vehicle inventory, or is in your facility for service under Customer Satisfaction Program 13426 or 14047, Tail Lamp Gasket Seal, dealers are to offer the customer goodwill as described in this bulletin.



GM CUSTOMER CARE AND AFTERSALES  
DCS3214  
URGENT - DISTRIBUTE IMMEDIATELY

Date: May 9, 2014

Subject: 14046A – Service Update Bulletin  
Goodwill for Repeat Tail Lamp Repair

Models: 2014 Chevrolet Impala

To: All Chevrolet Dealers

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

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**Global Warranty Management (GWM)**

The “Investigate Vehicle History” (IVH) screen will be updated with the additional population May 10, 2014.

**Service Update Bulletin (SUB) Information Link**

The SUB Information will not be loaded to GlobalConnect for this Service Update.

END OF MESSAGE

GM CUSTOMER CARE AND AFTERSALES