



# Program Bulletin



## CUSTOMER SATISFACTION PROGRAM

**SUBJECT:** Low Engine Coolant Level without an External Leak

**MODELS:** 2011-2014 Chevrolet Cruze  
With 1.4L Engine (RPO LUJ or LUV)

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.

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THIS PROGRAM IS IN EFFECT UNTIL AUGUST 12, 2016.  
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### CONDITION

Certain 2011-2014 model year Chevrolet Cruze vehicles equipped with the 1.4L engine (RPO LUJ or LUV) may have a condition in which a low engine coolant level may be observed in the coolant reservoir even though there are no external leaks present. Some customers may have noticed that the coolant level was full when the vehicle was new but the coolant level decreased over time. If air was trapped in the cooling system during the coolant fill process at the plant, the coolant level may have decreased over time as the trapped air was purged from the cooling system.

### CORRECTION

Dealers are to inspect the cooling system level and fill it to the appropriate level if it is low.

### 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 US and Canadian dealers through the GM GlobalConnect Recall Reports, or sent

directly to export dealers. 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.

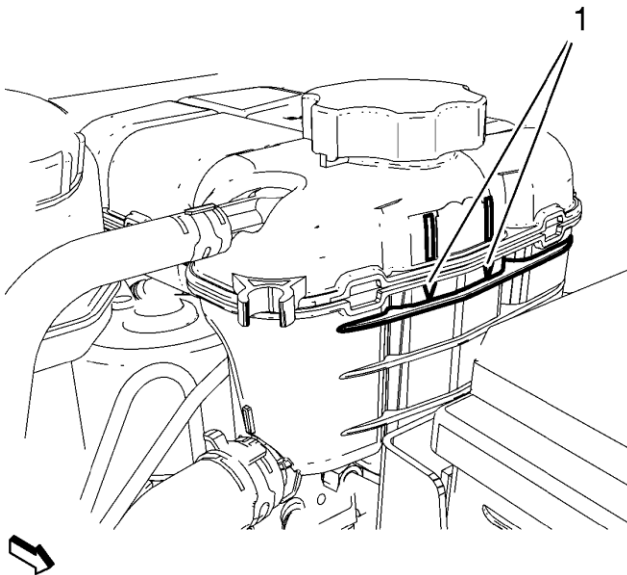
### PART INFORMATION

Parts required to complete this program are to be obtained from General Motors Customer Care and Aftersales (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
12346290 - US 10953464 - CA	Coolant, Engine (Dex-Cool) (1 Gallon Container in US / 4 L Container in Canada)	As Required (Submit as Net Item)

### SERVICE PROCEDURE

1. Open the hood.
2. Locate the coolant surge tank.



2189528

**Warning:** With a pressurized cooling system, the coolant temperature in the radiator can be considerably higher than the boiling point of the solution at atmospheric pressure. Removal of the surge tank cap, while the cooling system is hot and under high pressure, causes the solution to boil instantaneously with explosive force. This will cause the solution to spew out over the engine, the fenders, and the person removing the cap. Serious bodily injury may result.

**Note:** Refer to *Cooling System Draining and Filling* in SI if required.

3. Determine the coolant level in the coolant surge tank.
  - If the coolant level in the surge tank is at the “COLD” mark (1) on the coolant surge tank, no further action is required.
  - If the coolant level in the surge tank is below the “COLD” mark (1) on the coolant surge tank, remove the surge tank cap when the cooling system, including the coolant surge tank pressure cap and upper radiator hose is no longer hot. Proceed to step 4.
4. Add a mixture of 50/50 DEX-COOL® antifreeze and clean drinkable water into the coolant surge tank until the coolant level reaches the “COLD” mark (1) on the coolant surge tank.
5. With the coolant surge tank pressure cap off, start the engine and let it run until the upper radiator hose can be felt getting hot. Watch out for the engine cooling fan. By this time, the coolant level inside the coolant surge tank may be lower. If the level is lower, add more of the proper DEX-COOL coolant mixture to the coolant surge tank until the level reaches the indicated level mark.
6. Turn the engine off and check the level in the coolant surge tank when the cooling system has cooled down.
  - If the coolant level **is not** at the “COLD” mark (1), repeat Steps 4–6.
  - If the coolant level **is** at the “COLD” mark (1), proceed to step 7.
7. Install the coolant surge tank cap.
8. Rinse away excess coolant from the engine and the engine compartment.

#### COURTESY TRANSPORTATION – For US and Canada

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	Net Item
9100747	Inspect Coolant Level and Add Coolant If Necessary	0.3	*

- \* The amount identified in “Net Item” should represent the actual sum total of the current GMCC&A dealer net price for the engine coolant needed to perform the required repairs, not to exceed \$10.00 USD, \$12.00 CAD, plus applicable Mark-Up or Landed Cost (for Export).

#### CUSTOMER NOTIFICATION – For US and Canada

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

### CUSTOMER NOTIFICATION – For Export

Letters will be sent to known owners of record located within areas covered by the US National Traffic and Motor Vehicle Safety Act. For owners outside these areas, dealers should notify customers using the attached sample letter.

### 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, 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 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 in the future, you must take the steps necessary to be sure the program correction has been made before selling or releasing the vehicle.

### 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 August 12, 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 August 12, 2016, you must take the steps necessary to be sure the program correction has been made before selling or releasing the vehicle.



August 2014

Dear General Motors Customer:

We have learned that your Chevrolet Cruze equipped with the 1.4L engine may have a condition in which a low engine coolant level may be observed in the coolant reservoir even though there are no external leaks present. You may have noticed that the coolant level was full when the vehicle was new but the coolant level decreased over time. If air was trapped in the cooling system during the coolant fill process at the plant, the coolant level may have decreased over time as the trapped air was purged from the cooling system.

Your satisfaction with your Chevrolet Cruze is very important to us, so we are announcing a program to address this concern if it has occurred.

**What We Will Do:** Your GM dealer will inspect the cooling system level and fill it to the appropriate level if it is low. This service will be performed for you at **no charge until August 12, 2016**. After that, any applicable warranty will apply.

**What You Should Do:** To limit any possible inconvenience, we recommend that you contact your dealer as soon as possible to schedule an appointment for this repair.

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

Division	Number	Text Telephones (TTY)
Chevrolet	1-800-222-1020	1-800-833-2438
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 your Chevrolet Cruze provides you many miles of enjoyable driving.

Jim Moloney  
General Director,  
Customer and Relationship Services

GM CUSTOMER CARE AND AFTERSALES  
DCS3290  
URGENT - DISTRIBUTE IMMEDIATELY

Date: August 12, 2014

Subject: 14417 - Customer Satisfaction Program  
Low Engine Coolant Level without an External Leak

Models: 2011-2014 Chevrolet Cruze  
With 1.4L Engine (RPO LUJ or LUV)

To: All Chevrolet 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 14417 today. The total number of U.S. vehicles involved is approximately 658,000. Please see the attached bulletin for details.

**Customer Letter Mailing**

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

**Global Connect (GWM)**

The "Investigate Vehicle History" (IVH) screen will be updated August 12, 2014.

**Campaign Initiation Detail Report (CIDR)**

The CIDR will be available August 18, 2014.

END OF MESSAGE  
GM CUSTOMER CARE AND AFTERSALES