

GM CUSTOMER CARE AND AFTERSALES
DCS3554
URGENT - DISTRIBUTE IMMEDIATELY

Date: February 18, 2015

Subject: Notification of Owner Advisory Mailing
Using Floor Mats with Vinyl Floor Option

Models: 2014 Chevrolet Silverado
2014 GMC Sierra
Equipped with Vinyl Floor Option (RPO BG9)

To: All Chevrolet and GMC Dealers

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

This message is to inform you that an owner advisory mailing will take place tomorrow February 19, 2015. An advisory letter, instructing customers not to use floor mats with the vinyl floor option, and an Owner Manual insert will be sent to customers. Please find attached a courtesy copy of the letter and insert.

END OF MESSAGE
GM CUSTOMER CARE AND AFTERSALES

Supplement to the Silverado, Sierra, Tahoe and Suburban Owner Manuals

This information replaces the information located under "Floor Mats" found in Section 10 of your owner manual.

Floor Mats

Warning

If a floor mat is the wrong size or is not properly installed, it can interfere with the pedals. Interference with the pedals can cause unintended acceleration and/or increased stopping distance which can cause a crash and injury. Make sure the floor mat does not interfere with the pedals.



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Part No. 2357022

Use the following guidelines for proper floor mat usage:

- The original equipment floor mats were designed for your vehicle. If the floor mats need replacing, it is recommended that GM certified floor mats be purchased. Non-GM floor mats may not fit properly and may interfere with the pedals. Always check that the floor mats do not interfere with the pedals.
 - Do not use a floor mat if the vehicle is not equipped with a floor mat retainer on the driver side floor.
- Use the floor mat with the correct side up. Do not turn it over.
 - Do not place anything on top of the driver side floor mat.
 - Use only a single floor mat on the driver side.
 - Do not place one floor mat on top of another.

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February 2015

<CustomerName>
<CustomerAddress>

This notice applies to your vehicle, **VIN: <VIN>**.

Dear <CustomerName>:

As the owner of a <Year> model year <VINDivisionName> <Vehicle_Name> equipped with optional vinyl flooring, your safety and satisfaction with our product is very important to us.

We are contacting you to make you aware that vehicles built with the vinyl flooring option do not have retention features for floor mats on the driver's side of the vehicle. If a driver's floor mat were to be used and move out of position, it could interfere with the accelerator pedal travel, which could increase the risk of a crash.

For this reason, General Motors recommends not using any floor mats on vehicles equipped with the vinyl flooring option.

Enclosed is a revised page to update your <Year> model year <VINDivisionName> <Vehicle_Name> Owner Manual which contains revised information on floor mat usage. Please take a moment to insert this supplement into Section 10 of your Owner Manual for future reference.

If you have any questions or concerns that your dealer is unable to resolve, please contact the <VINDivisionName> Customer Assistance Center at <DivCACPhone>.

We sincerely regret any inconvenience this situation may cause you. We want you to know that we will do our best, throughout your ownership experience, to ensure that your <VINDivisionName> <Vehicle_Name> provides you with many miles of enjoyable driving.

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Enclosure
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