



NUMBER: 23-045-15

GROUP: Body

DATE: November 13, 2015

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THIS SERVICE BULLETIN IS ALSO BEING RELEASED AS RAPID RESPONSE TRANSMITTAL (RRT) 15-113. ALL APPLICABLE SOLD AND UN-SOLD RRT VIN'S HAVE BEEN LOADED. TO VERIFY THAT THIS RRT SERVICE ACTION IS APPLICABLE TO THE VEHICLE, USE VIP OR PERFORM A VIN SEARCH IN TECHCONNECT. ALL REPAIRS ARE REIMBURSABLE WITHIN THE PROVISIONS OF WARRANTY.

SUBJECT:

Poor Adhesion Of The Chrome RAM Emblem Letters To The Tailgate

OVERVIEW:

This bulletin involves inspecting and if necessary, replacing the affected chrome RAM emblems on the tailgate.

MODELS:

2015 (DS) Ram 1500 Pickup

**NOTE: This bulletin applies to vehicles within the following markets/countries:
NAFTA.**

NOTE: This bulletin applies to vehicles built on or after June 09, 2015 (MDH 0609XX) and on or before August 07, 2015 (MDH 0807XX) equipped with Chrome RAM Tailgate Badge (sales code MW4).

SYMPTOM/CONDITION:

The customer may describe what appears to be a gap between the RAM lettering and the tailgate of the vehicle.

The RAM lettering emblems may separate from the tailgate due to insufficient adhesive bond strength.



Fig. 1 RAM lettering on tailgate

DIAGNOSIS:

If a customer's VIN is listed in VIP or your RRT VIN list, perform the repair. For all other customers that describe the symptom/condition listed above, perform the Repair Procedure.

PARTS REQUIRED:

Qty.	Part No.	Description
1 (AR)	68245542AD	R Badge
1 (AR)	68245543AD	A Badge
1 (AR)	68245544AD	M Badge

REPAIR PROCEDURE:

1. If the RAM lettering emblems show signs of visible separation at the tailgate, the affected lettering will need to be replaced.



Fig. 2 Separation of the lettering

2. Was any separation found at the lettering?
 - a. YES>>> Replace all the affected lettering emblem as require if it showed signs of separation. Refer to 23 - Body/Exterior/NAMEPLATE/Removal/Installation for the applicable replacement procedure(s).
 - b. NO>>> RAM lettering emblem separation was not found. This bulletin has been completed. Use LOP (23-03-08-96) to close the active RRT.

POLICY:

Reimbursable within the provisions of the warranty.

TIME ALLOWANCE:

Labor Operation No:	Description	Skill Category	Amount
23-03-08-96	Nameplate Emblems - Inspect (1 - Semi-Skilled)	6 - Electrical and Body Systems	0.0 Hrs.

Related			
95-23-03-50	Handling Fee for RAM lettering separation inspection		\$5.00

Labor Operation No:	Description	Skill Category	Amount
23-03-08-97	Nameplate Emblems - Tailgate - Replace Individually (1 - Semi-Skilled)	6 - Electrical and Body Systems	0.7 Hrs.
23-03-08-98	Nameplate Emblems - Tailgate - Replace Two Letters/Emblems (1 - Semi-Skilled)	6 - Electrical and Body Systems	1.3 Hrs.
23-03-08-99	Nameplate Emblems - Tailgate - Replace All Three Letters/Emblems (1 - Semi-Skilled)	6 - Electrical and Body Systems	2.0 Hrs.

FAILURE CODE:

ZZ	Service Action
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