



# Program Bulletin

## CUSTOMER SATISFACTION PROGRAM

**SUBJECT:** Automatic Crash Response System – Reprogram SDM

**MODELS:** 2013-2015 Cadillac ATS  
2014-2015 Cadillac CTS  
2013-2014 Cadillac XTS

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THIS PROGRAM IS IN EFFECT UNTIL December 31, 2017.  
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### CONDITION

**Certain** 2013-2015 model year Cadillac ATS, 2014-2015 model year Cadillac CTS and 2013-2014 model year Cadillac XTS vehicles may have a condition that if involved in a non-deployment crash may not automatically activate any post-crash actions, including an Automatic Crash Response (ACR) call from OnStar, door unlock, interior lamp illumination, hazard lamp activation, HVAC blower shutdown, and fuel pump shutdown. A non-deployment crash event is not severe enough to deploy the seat belt pretensioners or airbags. All post-crash actions including an OnStar ACR call will function as designed for any crash with a seat belt pretensioner or airbag deployment. The OnStar buttons can be pressed to request help, if needed.

### CORRECTION

Dealers are to reprogram the SDM, or in some instances, replace the SDM.

### 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 (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.

**Important: It is estimated that only 5% of involved vehicles will require SDM replacement. Please order parts accordingly.**

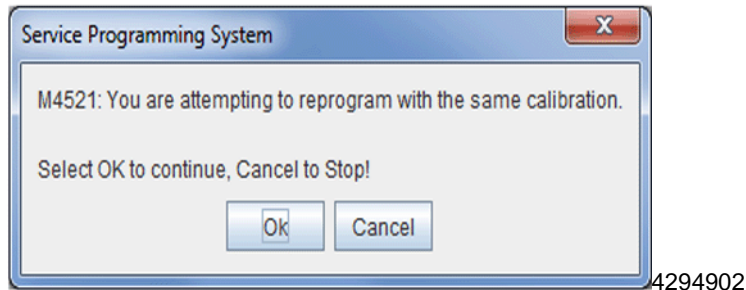
Part Number	Description	Quantity/Vehicle
13595567	Airbag Sensing and Diagnostic Module	If Required

**SERVICE PROCEDURE****Note:**

- Do NOT attempt to order the calibration number from GM Customer Care and Aftersales. The calibration numbers required for this service procedure are programmed into control modules via a Multiple Diagnostic Interface (MDI) with the calibration update. If you cannot access the calibration, call the Techline Customer Support Center and it will be provided.
- Do NOT program a control module unless directed to by a service procedure or a service bulletin. If the control module is not properly configured with the correct calibration software, the control module will not control all of the vehicle features properly.
- Ensure the programming tool is equipped with the latest software and is securely connected to the data link connector. If there is an interruption during programming, programming failure or control module damage may occur.
- Stable battery voltage is critical during programming. Any fluctuation, spiking, over voltage or loss of voltage will interrupt programming. When required install the *EL-49642* SPS Programming Support Tool to maintain system voltage. If not available, connect a fully charged 12 V jumper or booster pack disconnected from the AC voltage supply. DO NOT connect a battery charger.
- Turn OFF or disable systems that may put a load on the vehicles battery such as; interior lights, exterior lights (including daytime running lights), HVAC, radio, etc.
- During the programming procedure, follow the SPS prompts for the correct ignition switch position.
- Clear DTCs after programming is complete. Clearing powertrain DTCs will set the Inspection/Maintenance (I/M) system status indicators to NO.
- The air bag indicator light may remain ON after the body control module (BCM), or Inflatable Restraint Sensing and Diagnostic Module is replaced, and during the programming procedure for the BCM until after the procedure is completed. When installing a new Inflatable Restraint Sensing and Diagnostic Module, there may be several DTCs set prior to programming. Once programmed, these DTCs should be in history and can be cleared.
- Failure to complete the following Setup procedure may cause DTC B1001 to be set in the Inflatable Restraint Sensing and Diagnostic Module.

**Note:** During the programming event, cycle the vehicle in and out of RUN mode (Ignition ON) when commanded. If the vehicle is not in RUN mode when required, the setup procedures will not complete. For vehicles with push button start: to ensure the vehicle is in an ignition ON engine OFF (RUN) mode, press and hold the start button (foot off the brake) for a minimum of 10 seconds.

1. Reprogram the Airbag Sensing and Diagnostic Module (SDM). Refer to *Inflatable Restraint Sensing and Diagnostic Module Programming and Setup* in SI.



- If error code M4521 is displayed, the SDM has the latest calibrations and no further action is required.
- If the SDM programming fails, refer to the Unable to Program SDM section in the bulletin.
- If the SDM programming is successful, no further action is required.

### **Unable to Program SDM**

1. Using the GDS2 scan tool, build the vehicle and proceed to the Identification Information screen using the following path: Module Diagnostics>Inflatable Restraint Sensing and Diagnostic Module > Identification Information.
2. Note the value for parameter name "Software Module 1 Identifier" and "Software Module 2 Identifier".
  - If the value is greater than 0 for either of these parameters, replace the SDM. Refer to *Airbag Sensing and Diagnostic Module Replacement* in SI. Print the Identification Information screen and retain it with the Repair Order (RO).
  - If the value for these parameters is 0, attempt to continue programming one more time before contacting the Techline Customer Support Center (TCSC) at 1-800-828-6860 (English) or 1-800-503-3222 (French). DO NOT use "Proceed with Same VIN" to return to Supported Controllers screen.

### **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
9101851	Inflatable Restraint Sensing and Diagnostic Module Reprogramming with SPS  Add: Airbag Sensing and Diagnostic Module Replacement -     ATS -     CTS -     XTS	0.3   1.4 0.9 1.1
9101868	SDM Latest Calibration Present – No Further Action Required	0.3

### 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, through December 31, 2017.

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 December 31, 2017, you must take the steps necessary to be sure the program correction has been made before selling or releasing the vehicle.



November 2015

This notice applies to your vehicle, **VIN:** \_\_\_\_\_

Dear General Motors Customer:

We have learned that your 2013-2015 model year Cadillac ATS, 2014-2015 Cadillac CTS, 2013-2014 Cadillac XTS vehicle may have a condition that if involved in a non-deployment crash may not automatically activate any post-crash actions, including an Automatic Crash Response (ACR) call from OnStar, door unlock, interior lamp illumination, hazard lamp activation, HVAC blower shutdown, and fuel pump shutdown. A non-deployment crash event is not severe enough to deploy the seat belt pretensioners or airbags. All post-crash actions including an OnStar ACR call will function as designed for any crash with a seat belt pretensioner or airbag deployment. The OnStar buttons can be pressed to request help, if needed.

Your satisfaction with your GM vehicle is very important to us, so we are announcing a program to prevent this condition or, if it has occurred, to fix it.

**What We Will Do:** Your GM dealer will reprogram the SDM, or in some instances, replace the SDM. This service will be performed for you at **no charge until December 31, 2017**. 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. 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 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
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 GM vehicle provides you many miles of enjoyable driving.

Terry M. Inch  
Executive Director  
Global Connected Customer Experience

 15404 - Customer Satisfaction Program Automatic Crash Response System – Reprogram SDM  
Updated Date: Nov 19, 2015 13:45 ET

GM CUSTOMER CARE AND AFTERSALES  
DCS3849  
URGENT - DISTRIBUTE IMMEDIATELY

Date: November 19, 2015  
Subject: 15404 - Customer Satisfaction Program  
Automatic Crash Response System – Reprogram SDM  
Models: 2013-2015 Cadillac ATS  
2014-2015 Cadillac CTS  
2013-2014 Cadillac XTS  
To: All GM Dealers  
Attention: General Manager, Service Advisor, Service Manager, Parts and  
Service Director, Parts Manager, New and Used Vehicle Sales Manager, and Warranty Administrator

General Motors is releasing Customer Satisfaction Program 15404 today. The total number of U.S. vehicles involved is approximately 199,700. Please see the attached bulletin for details.

[Customer Letter Mailing](#)

The customer letter mailing will begin on December 7, 2015.

[Global Connect \(GWM\)](#)

The "Investigate Vehicle History" (IVH) screen will be updated November 20, 2015. A list of involved vehicles in dealer inventory is attached to this message.

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[Campaign Initiation Detail Report \(CIDR\)](#)

The CIDR will be available November 24, 2015.

 15404 Bulletin.pdf  15404 US BAC Stock list.xlsx

About this Alert

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Reference Number: GCUS-3-357  
Published to: Home Page  
Version: 2.0  
Alert Type: Customer Satisfaction  
Original Published Date: Nov 19, 2015 13:26 ET  
Expires: Dec 31, 2099 0:00 ET  
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