



# Program Bulletin

## CUSTOMER SATISFACTION PROGRAM

**SUBJECT:** Dealer Installed Rear Seat Entertainment System

**MODELS:** 2014-2015 Chevrolet Silverado, Suburban, Tahoe  
2014-2015 GMC Sierra, Yukon

.....  
THIS PROGRAM IS IN EFFECT UNTIL APRIL 30, 2017.  
.....

### CONDITION

**Certain** 2014-2015 model year Chevrolet Silverado, Suburban, and Tahoe model vehicles and 2014-2015 model year GMC Sierra and Yukon model vehicles equipped with a dealer installed rear entertainment system may have a condition in which the rear seat entertainment system in vehicles was released as a dealer accessory before final General Motors validation approval. Validation approval at GM requires very rigorous testing prior to release, which, in many cases, goes beyond what is required to comply with governmental safety standards. These vehicles, as equipped, still meets all Federal Motor Vehicle Safety Standards.

### CORRECTION

Dealers are to remove and replace the hinged screen style rear seat entertainment system, with a revised system featuring an integral screen.

### 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. 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 recall are to be obtained from General Motors Customer Care and Aftersales (GMCCA). Please refer to your “involved vehicles listing” shown in this bulletin before ordering parts.

This part will be on Order Writing control initially and all DRO’s (Daily Replenishment Orders) will cancel. Dealers are to place orders CSO (Customer Special Order) listing the affected VIN number in the Notes Field. In emergency situations a dealer should place a SPAC case and the orders will be processed in the order received.

**Important: Due to limited initial parts availability, dealers are encouraged not to order recall parts for use as shelf stock. Parts should only be ordered per the affected VIN List provided in this bulletin.**

<b>Kit Part #</b>	<b>Vehicle VIN#</b>	<b>Comments</b>	<b>Coordinating Grommets L</b>	<b>Coordinating Grommets R</b>	<b>Qty</b>
23309573	1GKS1AKC9FR106930	Yukon- Cloth - Jet Black with / Lt. Gray Stitch	95015347 L Guide Black	96958058 R Guide Black	(1) Kit Per Vehicle (2) Grommets For Each Side 4 Total
23309578	1GNSKCKC9FR123951	Tahoe - Leather - Jet Balck with / Lt. Gray Stitch	95015347 L Guide Black	96958058 R Guide Black	(1) Kit Per Vehicle (2) Grommets For Each Side 4 Total
23309578	3GTU2WEC4EG407050	Sierra LD Crew - Leather - Jet Balck with / Lt. Gray Stitch	95015347 L Guide Black	96958058 R Guide Black	(1) Kit Per Vehicle (2) Grommets For Each Side 4 Total
23309577	1GKS1BKC5FR101231	Yukon - Leather - Coca Dune with / Shale Stitch	22909693 L Guide Cocoa	22909699 R Guide Cocoa	(1) Kit Per Vehicle (2) Grommets For Each Side 4 Total
23309576	GC4K0EG9FF116501	Silverado HD Crew - Leather - Dark Gray with / Lt. Gray Stitch	22909691 L Guide Grey	22909696 R Guide Grey	(1) Kit Per Vehicle (2) Grommets For Each Side 4 Total
23309577	1GT120EG9FF117408	Sierra HD Crew - Leather - Coca Dune with / Shale Stitch	22909693 L Guide Cocoa	22909699 R Guide Cocoa	(1) Kit Per Vehicle (2) Grommets For Each Side 4 Total

23309577	1GKS1BKC8FR122087	Yukon - Leather - Coca Dune with / Shale Stitch	22909693 L Guide Cocoa	22909699 R Guide Cocoa	(1) Kit Per Vehicle (2) Grommets For Each Side 4 Total
23309576	3GTU2VEC8EG317538	Sierra LD Crew - Leather - Dark Gray with / Lt. Gray Stitc	22909691 L Guide Grey	22909696 R Guide Grey	(1) Kit Per Vehicle (2) Grommets For Each Side 4 Total
23309577	1GKS2BKC7FR120554	Yukon - Leather - Dark Gray with / Lt. Gray Stitch	22909691 L Guide Grey	22909696 R Guide Grey	(1) Kit Per Vehicle (2) Grommets For Each Side 4 Total
23309578	1GNSKJKC3FR122931	Suburban - Leather - Jet Balck with / Lt. Gray Stitch	95015347 L Guide Black	96958058 R Guide Black	(1) Kit Per Vehicle (2) Grommets For Each Side 4 Total

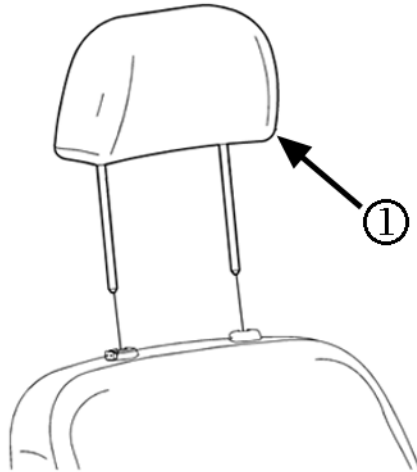
## SERVICE PROCEDURE

### **PRE-REMOVAL PRECAUTION**

1. Use seat and floor protectors to avoid damage to surfaces.

**Caution:** Disconnecting the battery prior to any ground or harness removal/tapping to prevent possible vehicle damage is recommended. The battery may be temporarily reconnected and disconnected throughout the installation process to perform various tasks such as moving the power seat for removal and installation task. However prior to doing so all connectors and harnesses must be reassembled and reconnected. Once tasks are completed disconnect battery until installation is complete and DVD system is ready to be tested. After testing, the vehicles interior may be re- assembled. If the vehicle is equipped with an Anti-theft radio, the code must be written down prior to disconnecting the battery cable. The code must be re-entered when the negative battery cable is re-installed. Disconnecting the battery may cause certain vehicle settings to be lost. Manufacturer's recommendations for the battery removal should be followed.

2. Disconnect the negative battery cable. Refer to *Battery Negative Cable Disconnection and Connection* in SI.

**DISASSEMBLE VEHICLE TRIM**

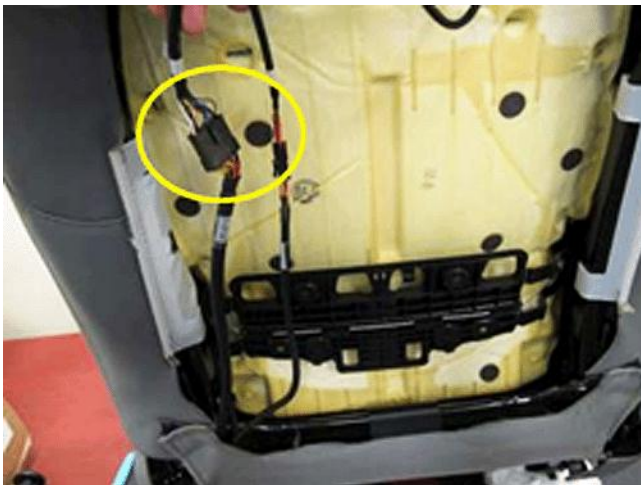
4079902

1. Remove the driver headrest restraint (1) by pushing in on release buttons located on monitor mounting base and pulling up.



4079906

2. Remove the driver seat back finish panel. Refer to *Front Seat Back Cushion Finish Panel Replacement* in SI.



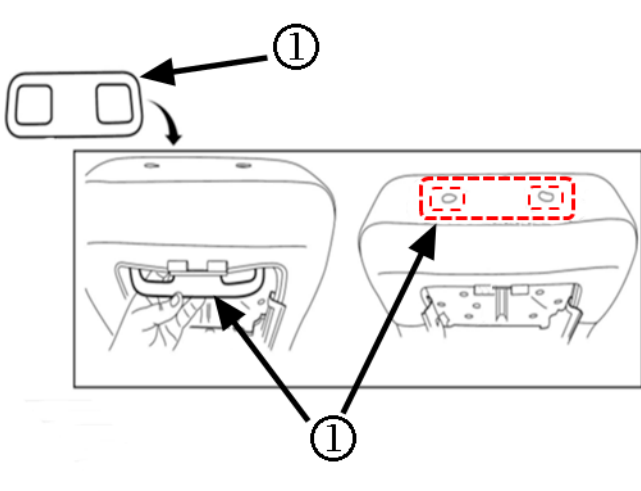
4079909

3. Cut the wire ties securing the monitor harness inside the seat back.



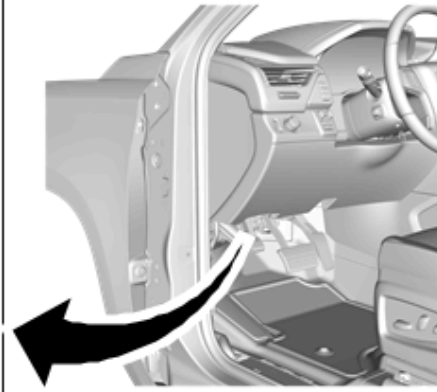
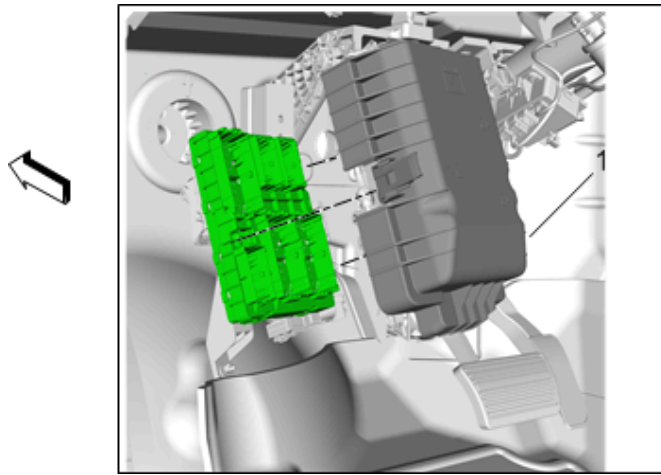
4079914

4. Using a suitable flat-bladed tool, remove the drivers monitor from the seat.
  - Place the tool between the seat material and front edge of the monitor post guide sleeve, locating the release tab.
  - Press in on the tab on each sleeve and the sleeve can be released for removal.



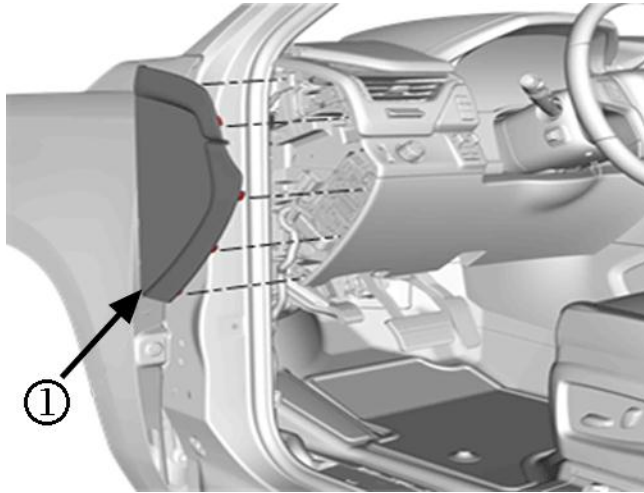
4079954

5. Reaching up under the seat cover material, remove the felt spacer (1) between the seat foam and material. Once removed, the new post guide sleeve can be installed.
6. Repeat steps 1-5 on Passenger side seat.



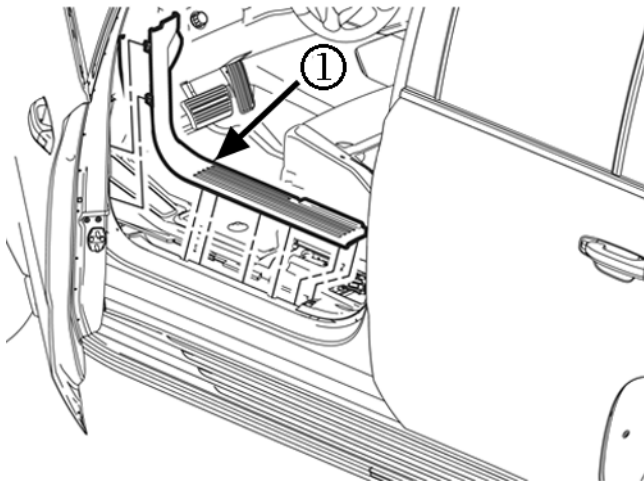
3766475

- 7. Remove the MBEC cover located below instrument panel on driver side right of parking brake. Pull tabs on either side of cover (1) to remove.



4079922

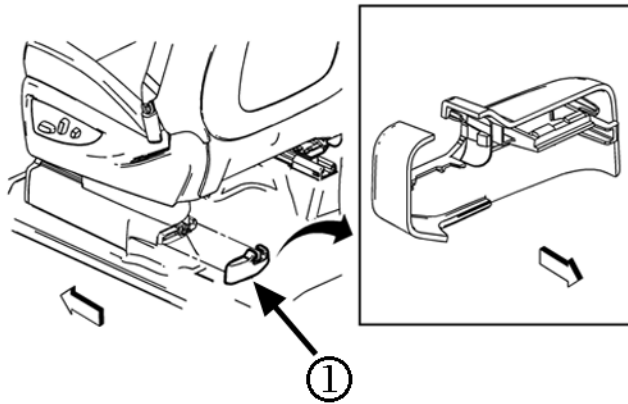
- 8. Using flat-bladed plastic trim tool, remove the instrument panel fuse block access hole cover (1) from the instrument panel.



4079926

- 9. Pull the front side door sill garnish molding toward the rear of vehicle to disengage integral clips.
- 10. Reposition the front floor panel carpet as needed and remove front side door sill garnish molding (1).

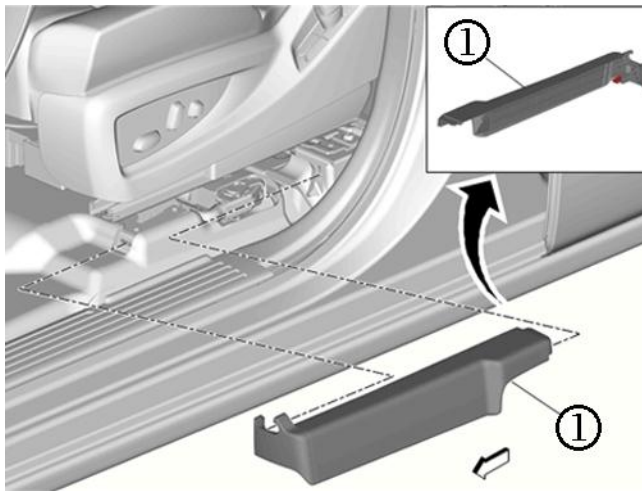




4079931

**Caution:** Do not twist the cover during removal. Twisting the cover may cause the component to break

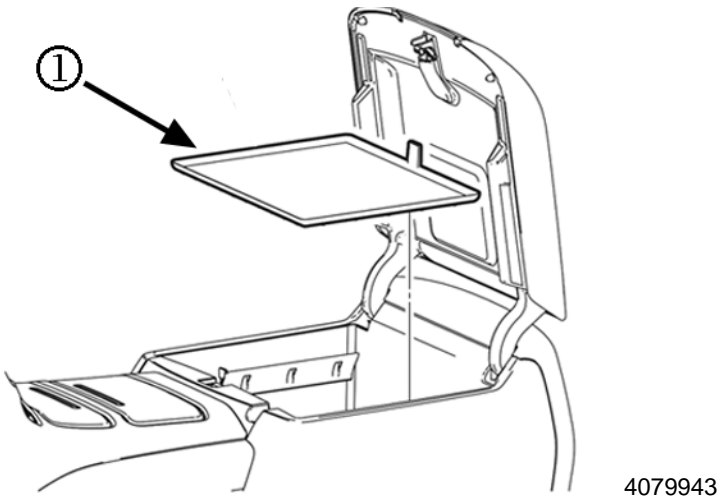
- 11. Adjust the seat to the full forward position to gain access to the finish cover (1).
- 12. Firmly grasp the finish cover, pulling rearward to disengage it from the seat track.



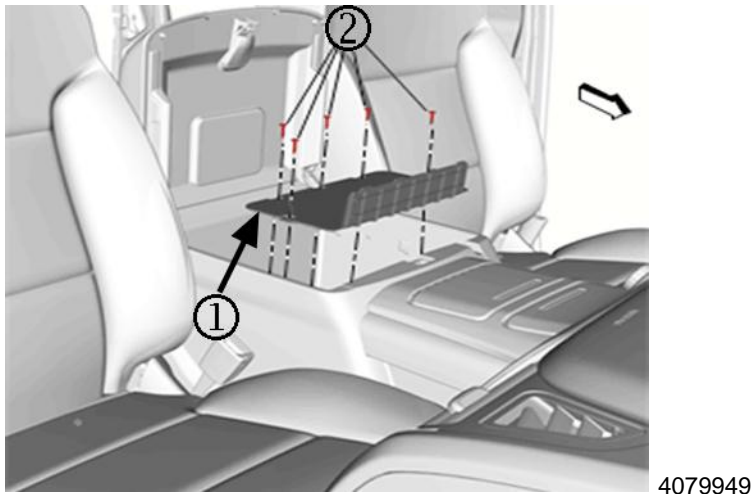
4079936

**Caution:** Do not twist the cover during removal. Twisting the cover may cause the component to break

- 13. Adjust the seat to the full rearward position to gain access to the finish cover.
- 14. Firmly grasp the adjuster front finish cover and side cover (1), pulling forward to disengage it from the seat track.



15. Remove the front floor console compartment liner (1) from the front floor console.

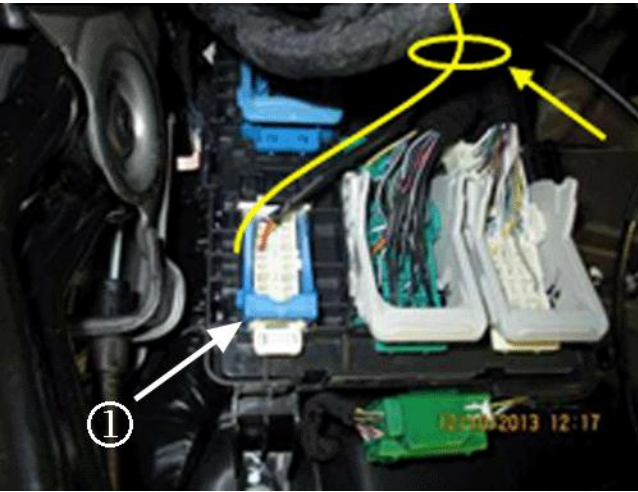


16. Remove the five Philips screws (2) and the compartment trim panel (1) from the front floor console to allow access for wire routing under the panel.

### REMOVE POWER WIRING

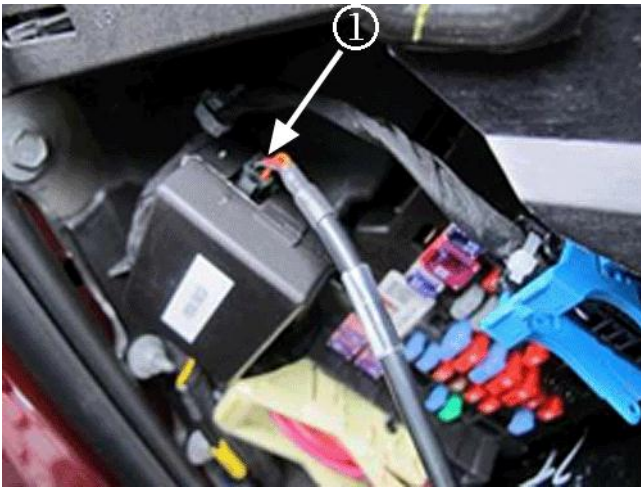
**Caution:** Disconnect the battery prior to any ground or harness removal/tapping to prevent possible vehicle damage. Once all wiring installation is complete the battery can be reconnected. If the vehicle is equipped with an Anti-theft radio, the radio code must be written down prior to disconnecting the battery cable. The code must be re-entered when the negative battery cable is re-installed. Disconnecting the battery may cause certain vehicle settings to be lost. Manufacturer's recommendations for the battery removal should be followed. Disconnecting the battery is recommended. Temporarily battery connection may be required at some points.





4080526

1. Locate MBEC. Remove 20 pin connector (1) of the power harness cable in the lower left hand corner of the MBEK. Cut the wire ties securing the harness.



4080530

2. Unplug the power cable (1) from the power filter located above the fuse panel (approximate location shown circled in previous graphic). The filter is held in place by two-way tape; pull tape off dash panel and remove, along with the harness.

**Note:** The battery can be temporarily reconnected to allow for moving the power seat during installation.

3. Cut the wire ties holding the filter to the monitor harness under the seat and up to the fuse panel, and remove it.

**REMOVING THE A-B SIGNAL CABLE**



4080533

1. The A-B signal cable routes through the opening of the floor console main compartment, under the sides and under the seat frame rails. From inside the opening in the floor console, pull each end of the cable out from under the seat.
2. Reinstall the floor console opening cover and rubber pad.
3. Repeat step 1 on the passenger side.

Installation instructions for the UJ5 rear seat entertainment system are contained in the Accessories Manual portion of SI. Refer to *Video Disc Player Package Installation*, starting at the *Install Power Wiring* section.

Reinstall all trim once the installation is complete.

**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
9101419	Remove and Install Replacement Rear Entertainment System	1.7

## CUSTOMER NOTIFICATION – For US and Canada

General Motors will notify customers of this program on their vehicle. Customers will all be contacted by phone to arrange appointments for exchange of the rear video entertainment system.

## 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 April 30, 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 April 30, 2017, you must take the steps necessary to be sure the program correction has been made before selling or releasing the vehicle.



April 2015

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

Dear General Motors Customer:

We have learned that your 2014-2015 model year Chevrolet Silverado, Suburban, or Tahoe, or GMC Sierra, or Yukon may have a condition in which the rear seat entertainment system was released as a dealer accessory before final General Motors validation approval. Validation approval at GM requires very rigorous testing prior to release, which, in many cases, goes beyond what is required to comply with governmental safety standards. Your vehicle, as equipped, still meets all Federal Motor Vehicle Safety Standards.

Your satisfaction with your GM vehicle is very important to us, so we are announcing a program to correct this condition.

**What We Will Do:** Because your rear seat entertainment system did not go through all GM-required validation approvals, your GM dealer will exchange your hinged-screen system for a brand new rear seat entertainment system with an integral screen. This service will be performed for you at **no charge until April 30, 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)
Chevrolet	1-800-222-1020	1-800-833-2438
GMC	1-800-462-8782	1-888-889-2438
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 GM vehicle provides you many miles of enjoyable driving.

Alicia S. Boler-Davis  
Sr. Vice President  
Global Connected Customer Experience

GM CUSTOMER CARE AND AFTERSALES  
DCS3635  
URGENT - DISTRIBUTE IMMEDIATELY

Date: April 23, 2015

Subject: 14281 - Customer Satisfaction Program  
Dealer Installed Rear Seat Entertainment System

Models: 2014-2015 Chevrolet Silverado, Suburban, Tahoe  
2014-2015 GMC Sierra, Yukon

To: All Chevrolet and GMC 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 14281 today. The total number of U.S. vehicles involved is approximately 10. Please see the attached bulletin for details.

**Customer Letter Mailing**

General Motors will attempt to contact each of the 10 customers by phone.

**Global Connect (GWM)**

The "Investigate Vehicle History" (IVH) screen will be updated in the near future.

**Campaign Initiation Detail Report (CIDR)**

The CIDR will be available in the near future.

END OF MESSAGE

GM CUSTOMER CARE AND AFTERSALES