

GLOBAL SAFETY FIELD INVESTIGATIONS
DCS5400
URGENT - DISTRIBUTE IMMEDIATELY

Date: May 19, 2020

Subject: N202299520 - Customer Satisfaction Program
Backup Alarm Not Included in Dealer Kit – US Only

Models: 2020 Chevrolet Silverado HD
2020 GMC Sierra HD

To: All General Motors Dealers

General Motors is releasing Customer Satisfaction Program N202299520 today. The total number of U.S. vehicles involved is 32. Please see the attached bulletin for details.

Customer Letter Mailing

The customer letter mailing will begin on June 2, 2020.

Global Warranty Management (GWM)

The Required Field Action section on the Investigate Vehicle History (IVH) screen will be updated May 20, 2020 or sooner. A list of involved vehicles is attached to this message. Please hold all warranty transactions until IVH has been updated.

END OF MESSAGE

GLOBAL SAFETY FIELD INVESTIGATIONS

Customer Satisfaction Program

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Release Date: May 2020

Revision: 00

Attention: This program is in effect until May 31, 2022.

Make	Model	Model Year		RPO	Description
		From	To		
Chevrolet	Silverado HD	2020	2020		
GMC	Sierra HD				

Involved vehicles are marked “open” on the Investigate Vehicle History screen in GM Global Warranty Management system. This site should always be checked to confirm vehicle involvement prior to beginning any required inspections and/or repairs.

Condition	Certain 2020 model year Chevrolet Silverado HD and GMC Sierra HD vehicles may not have the backup alarm which should have been included the dealer kit.
Correction	Dealers are to provide the missing backup alarm to the customer.

Parts

Quantity	Part Name	Part No.
1	Alarm ASM – B/U	23239223

Important: Please check your Dealer inventory before ordering from GM CCA as this part may be already available in your inventory.

It is estimated that only 32 involved vehicles will require parts replaced. **Due to the small number of vehicles anticipated that will need this repair and the limited initial parts availability, dealers are encouraged not to order these parts for use as shelf stock.**

Reminder: Parts may be removed from Retail Inventory Management (RIM). Dealers should review the affected parts to confirm RIM managed status. Parts may have quantity limiters in effect.

Warranty Information

Labor Operation	Description	Labor Time	Trans. Type	Net Item
9105151	Place Backup Alarm in Vehicle	0.2	ZFAT	N/A
9105152	Customer Reimbursement Approved - For USA dealers only	- N/A	ZFAT	*
9105153	Customer Reimbursement Denied – For USA dealers only	N/A	ZFAT	**

* Submit the dollar amount reimbursed to the customer in Net/Reimbursement. Submit \$20.00 administrative allowance in Net/Admin Allowance.

** Submit \$10.00 administrative allowance in Net/Admin Allowance.

Service Procedure

Place the backup alarm in the rear of the vehicle.

Dealer Responsibility

All new, used, GM Certified Used, courtesy transportation vehicles, dealer shuttle vehicles, etc. in dealers' possession and subject to this program **must** be held and inspected/repared per the service procedure of this bulletin **before** customers take possession of these vehicles. Involved vehicles must be held and not delivered to customers, dealer-traded, released to auction, used for demonstration, or any other purpose.

All GM Certified Used vehicles currently in the dealers' inventory within the Certified Pre-Owned Inventory System (CPOIS) will be de-certified and must be held and remedied per the service procedure in this bulletin. Upon submitting an accepted/paid warranty transaction in the Global Warranty Management (GWM) system, the vehicle can be re-certified for sale within the CPOIS system, or once again be used in the CTP program.

Dealers are to service all vehicles subject to this program at no charge to customers, regardless of mileage, age of vehicle, or ownership, through May 31, 2022. 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.

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In summary, through May 31, 2022, whenever a vehicle subject to this field action enters your vehicle inventory you must take the steps necessary to ensure the program correction has been made before selling the vehicle. In addition, for vehicles entering your facility for service, you are required to ensure the customer is aware of the open field action and make every reasonable effort to implement the program correction as set forth in this bulletin prior to releasing the vehicle.

Dealer Reports

For dealers with involved vehicles, a listing with involved vehicles has been prepared and will be provided to U.S. and Canadian dealers through the GM GlobalConnect Recall Reports or sent directly to export dealers. 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.

Courtesy Transportation – For USA

Courtesy transportation is available for customers whose vehicles are involved in a product program and still within the warranty coverage period. See General Motors Service Policies and Procedures Manual for courtesy transportation program details.

Customer Notification

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

Customer Reimbursement

Customer requests for reimbursement of previously paid repairs to correct the condition described in this bulletin are to be submitted to the dealer prior to or by May 31, 2021. See General Motors Service Policies and Procedures Manual, Product Field Action Customer Reimbursement Procedure (USA & Canada) or local Policies and Procedures, for details.

GM bulletins are intended for use by professional technicians, NOT a "do-it-yourselfer". They are written to inform these technicians of conditions that may occur on some vehicles, or to provide information that could assist in the proper service of a vehicle. Properly trained technicians have the tools, equipment, safety instructions, and know-how to do a job properly and safely. If a condition is described, DO NOT assume that the bulletin applies to your vehicle, or that your vehicle will have that condition. See your dealer for information on whether your vehicle may benefit from the information.



**We Support
Voluntary Technician
Certification**

Customer Satisfaction Program

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June 2020

This notice applies to your vehicle, **VIN:** _____

Dear General Motors Customer:

We have learned that your 2020 model year Chevrolet Silverado HD or GMC Sierra HD truck may have been built without the backup alarm which should be included the dealer kit.

Your satisfaction with your Silverado HD or Sierra HD is very important to us, so we are announcing a program to correct this condition.

What We Will Do: Your GM dealer will provide the missing backup alarm at **no charge until May 31, 2022.**

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 remedy. By scheduling an appointment, your dealer can ensure that the necessary parts will be available on your scheduled appointment date.

Reimbursement: If you have previously had this condition repaired, you do not need to take your vehicle to your dealer for this repair. If you have already paid for repairs for the condition described in this letter, please complete the enclosed reimbursement form and present it to your dealer with all required documents. Working with your dealer will expedite your request, however, if this is not convenient, you may mail the completed reimbursement form and all required documents to Reimbursement Department, PO Box 33170, Detroit, MI 48232-5170. The completed form and required documents must be presented to your dealer or received by the Reimbursement Department by May 31, 2021, unless state law specifies a longer reimbursement period.

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	1-800-462-8583
Puerto Rico – English	1-800-496-9994	
Puerto Rico – Español	1-800-496-9993	
Virgin Islands	1-800-496-9994	

We truly appreciate you taking the time to remedy your vehicle as we know your time is valuable. 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.

Neelie O'Connor
Global Executive Director
Customer Experience Operations

Enclosure
N202299520