

GLOBAL SAFETY FIELD INVESTIGATIONS
DCS5698
URGENT - DISTRIBUTE IMMEDIATELY

Date: March 1, 2021

Subject: N212329330 - Customer Satisfaction Program
Cargo Tie Down Ring Accessory Incorrectly Available for Ordering
– US Only

Models: 2021 GMC Sierra
Pickup Box Inner (Carbon Pro Bed) (RPO E3Z)

To: All General Motors Dealers

General Motors is releasing Customer Satisfaction Program N212329330 today. The total number of U.S. vehicles involved is approximately 19. Please see the attached bulletin for details.

Customer Letter Mailing

The customer letter mailing will begin at the end of March 2021.

Global Warranty Management (GWM)

The Required Field Action section on the Investigate Vehicle History (IVH) screen will be updated March 2, 2021 or sooner. Please hold all warranty transactions until IVH has been updated.

END OF MESSAGE
GLOBAL SAFETY FIELD INVESTIGATIONS

Customer Satisfaction Program

N212329330 Cargo Tie Down Ring Accessory Incorrectly Available for Ordering – US Only



Release Date: March 2021

Revision: 00

Attention: This program is in effect until March 31, 2023.

Make	Model	Model Year		RPO	Description
		From	To		
GMC	Sierra	2021	2021	E3Z	Pickup Box Inner-Alt Mtl (Carbon Pro Bed)

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 2021 model year GMC Sierra vehicles may have a cargo tie down ring made incorrectly available for ordering at the time of vehicle purchase. This cargo tie down ring accessory (RPO 5VI) is only designed to work with a Steel Bed and not a Carbon Pro Bed.
Correction	Dealers will provide the customer with a reimbursement check in the amount of \$100.

Parts

No parts are required.

Warranty Information

Labor Operation	Description	Labor Time	Trans. Type	Net Item
9105622	Customer Reimbursement Check Issued	N/A	ZFAT	*

* Submit the dollar amount reimbursed to the Customer in Net/Reimbursement. The amount identified in Net Item is the \$100.00 dealer check issued to a customer. Record the check number in the Invoice Number field. Record the VIN on the check. Submit \$20.00 administrative allowance in Net/Admin Allowance.

Service Procedure

Important: Dealers are to verify these three pieces of information prior to issuing a reimbursement check:

1. Original Owner Letter provided by General Motors.
2. Vehicle registration.
3. Driver's license or state ID - verify that it matches the registration and owner letter.

Issue the customer a reimbursement check in the amount of \$100.00. Record the check number in the Invoice Number field and record the VIN on the check.

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 March 31, 2023. 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, through March 31, 2023, 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.

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Dealer Reports

For dealers with involved vehicles, a listing has been prepared and will be available through GM GlobalConnect Maxis Field Action Reports or sent directly to export dealers. The Inventory tab of the dealer reports will contain VINs that apply to this field action. This information is intended to assist dealers with the **PROMPT COMPLETION** of these vehicles. The Customer In-Service tab will contain customer names and addresses from Motor Vehicle Registration Records. The use of such motor vehicle registration data for any purpose other than follow-up necessary to complete this field action may be a violation of law in several states.

Customer Notification

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

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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March 2021

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

Dear General Motors Customer:

We have learned that your 2021 model year GMC Sierra truck may have a cargo tie down ring made incorrectly available for ordering at the time of vehicle purchase. This cargo tie down ring accessory is only designed to work with a Steel Bed and not a Carbon Pro Bed.

What We Will Do: Your GM dealer will provide you with a reimbursement check in the amount of \$100. This reimbursement is available to you until **March 31, 2023**.

What You Should Do: To limit any possible inconvenience, we recommend that you contact your dealer as soon as possible to begin the reimbursement process. Please provide this customer letter, your driver's license or state ID and vehicle registration to present to the dealer in order to receive your reimbursement check.

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)
GMC	1-866-996-9463	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 want you to know that we will do our best, throughout your ownership experience, to ensure that your GMC Sierra provides you many miles of enjoyable driving.

Neelie O'Connor
Global Executive Director
Customer Experience Operations

N212329330