

GLOBAL SAFETY FIELD INVESTIGATIONS
DCS5763
URGENT - DISTRIBUTE IMMEDIATELY

Date: April 20, 2021

Subject: N202309630 - Customer Satisfaction Program
Trailer Information Label Incorrectly States Trailering Capabilities

Models: 2020 Chevrolet Silverado 1500 and GMC Sierra 1500

To: All General Motors Dealers

General Motors is releasing Customer Satisfaction Program N202309630 today. The total number of U.S. vehicles involved is approximately 3,811. Please see the attached bulletin for details.

Customer Letter Mailing

The customer letter mailing will begin on April 23, 2021.

Global Warranty Management (GWM)

The Required Field Action section on the Investigate Vehicle History (IVH) screen will be updated April 21, 2021 or sooner. A list of involved vehicles in dealer new inventory 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

N202309630 Trailing Information Label Incorrectly States Trailing Capabilities



Release Date: April 2021

Revision: 00

Attention: All involved vehicles that are in dealer inventory must be held and not delivered to customers, dealer traded, or used for demonstration purposes until the repair contained in this bulletin has been performed on the vehicle.

This program is in effect until April 30, 2023.

Make	Model	Model Year		RPO	Description
		From	To		
Chevrolet	Silverado 1500	2020	2020		
GMC	Sierra 1500				

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 1500 and Sierra 1500 vehicles are equipped with trailing information labels that incorrectly state the vehicle's trailing capabilities.
Correction	Install the overlay labels. Because these labels can easily be installed by the customer, and to reduce their inconvenience, labels and installation instructions will be mailed to customers of record.

Parts

Quantity	Part Name	Part No.
1	Trailing Label Overlays	N202309630*

* USA Dealers:

Parts required to complete this recall are to be ordered online, through the GM 1 Store via Global Connect. Please log in and order the label using the bulletin number N202309630. The label will be provided at no charge.

* Canada Dealers:

Please contact the Warranty Call Centre at 1-888-222-5546 to order labels which will be provided at no charge.

Warranty Information

Labor Operation	Description	Labor Time	Trans. Type	Net Item
9105620	Remove/Install Trailing Label Overlay(s)	0.3	ZFAT	N/A

Service Procedure

1. Open the left front and rear doors.



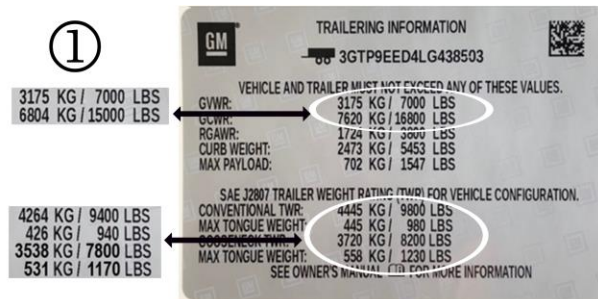
5735373

Customer Satisfaction Program

N202309630 Trailing Information Label Incorrectly States Trailing Capabilities



2. Locate the trailing information label on the left side "B" pillar.



5735374



5750826

Important: If the values are the same as the new label overlay, only install the label overlays that need to be updated.

Important: DO NOT use any cleaners or solvents to clean the label surface.

3. Using water, clean and dry the surface with a clean, lint-free cloth. The surface must be clean, dry and free of any contaminants.
4. Apply the two new label overlays to the locations shown above. US (1) and Canada (2) example labels shown. (3) Top Label (4) Bottom Label.
5. Firmly hold the new label and peel the protective liner from the back side, being careful not to touch or contaminate the adhesive with dirt or foreign matter.
6. Affix the new trailing information overlay labels onto the existing "B" pillar label in the locations shown above. Carefully align the new label to the surface and press firmly to smooth out the entire label ensuring the corners are fully adhered.
7. Close the doors.

Customer Satisfaction Program

N202309630 Trailing Information Label Incorrectly States Trailing Capabilities



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/repaired 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 April 30, 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 April 30, 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.

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 & Canada - 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

N202309630 Trailing Information Label Incorrectly States Trailing Capabilities



April 2021

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

Dear General Motors Customer:

We have learned that your 2020 model year Chevrolet Silverado 1500 or Sierra 1500 vehicle was equipped with trailing information labels that incorrectly state the vehicle's trailing capabilities.

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

What We Will Do: Your overlay labels are included with this letter. To reduce your inconvenience, you can install the labels by following the enclosed instructions. If you desire, however, you may take the labels to your dealer for installation. This service will be performed for you at **no charge until April 30, 2023**. After that, any applicable warranty will apply.

What You Should Do: Install the overlay labels using the enclosed instructions, or, contact your Chevrolet or GMC dealer as soon as possible to schedule an appointment to install your label. **Bring the enclosed labels to your service appointment.**

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	1-800-630-2438	1-800-833-2438
GMC	1-866-996-9463	1-800-462-8583
Puerto Rico – English	1-800-496-9992	
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 vehicle provides you with many miles of enjoyable driving.

Neelie O'Connor
Global Executive Director
Customer Experience Operations

Enclosure
N202309630

Customer Satisfaction Program

N202309630 Trailing Information Label Incorrectly States Trailing Capabilities



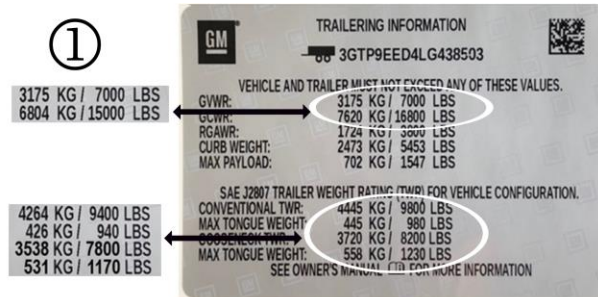
Label Installation Instructions:

1. Open the left front and rear doors.



5735373

2. Locate the trailing information label on the left side "B" pillar.



5735374

Customer Satisfaction Program

N202309630 Trailing Information Label Incorrectly States Trailing Capabilities



3175 KG / 7000 LBS
6804 KG / 15000 LBS

③

4264 KG / 9400 LBS
426 KG / 940 LBS
3538 KG / 7800 LBS
531 KG / 1170 LBS

④

5750826

Important: If the values are the same as the new label overlay, only install the label overlays that need to be updated.

Important: DO NOT use any cleaners or solvents to clean the label surface.

3. Using water, clean and dry the surface with a clean, lint-free cloth. The surface must be clean, dry and free of any contaminants.
4. Apply the two new label overlays to the locations shown above. US (1) and Canada (2) example labels shown. (3) Top Label (4) Bottom Label.
5. Firmly hold the new label and peel the protective liner from the back side, being careful not to touch or contaminate the adhesive with dirt or foreign matter.
6. Affix the new trailing information labels onto the "B" pillar in the locations shown above. Carefully align the new label to the surface and press firmly to smooth out the entire label ensuring the corners are fully adhered.
7. Close the doors.