

# Customer Satisfaction Program

## N222372480 Gloss Black Emblem Kit Missing Nameplates



Release Date: September 2022

Revision: 00

**Attention:** This program is in effect until October 31, 2024.

Make	Model	Model Year		RPO	Description
		From	To		
Chevrolet	Traverse	2022	2022	RIK	ACCESSORY-BADGE - EXTERIOR, PACKAGE, DESIGN 1

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.

<b>Condition</b>	Certain 2022 model year Chevrolet Traverse vehicles, equipped with a Gloss Black Emblem Kit (RPO RIK) may have been built with nameplates missing.
<b>Correction</b>	Dealers will install missing nameplates.

### Parts

Quantity	Part Name	Part No.
1	Nameplate Kit	84950540

**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.

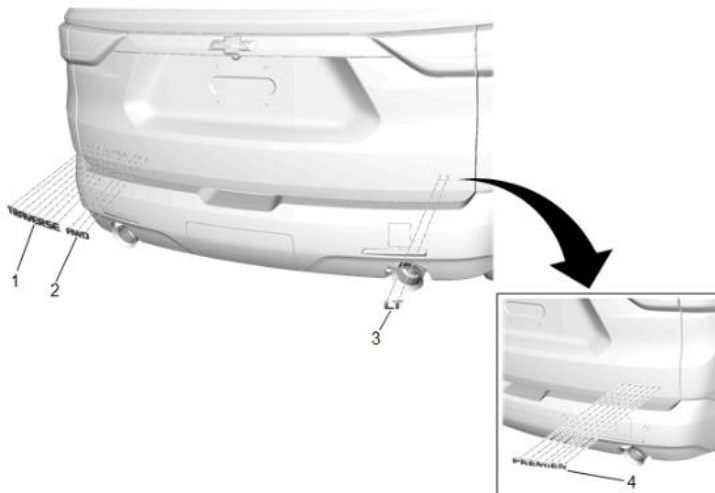
### Warranty Information

Labor Operation	Description	Labor Time	Trans. Type	Net Item
9106455	Inspect Nameplates ADD: Remove/Install Nameplate ADD: Install Nameplate	0.2 0.5 0.4	ZFAT	N/A

### Service Procedure

**Note:** The part and vehicle surface should be 21°C (70°F) prior to installation. The vehicle should remain inside in a temperature range of 21°C (70°F) for 1 hour after assembly to allow the adhesive to develop sufficient bond strength.

**Note:** There will be either a "LT" or "PREMIER" nameplate-NOT BOTH.



4510015

- Inspect the liftgate for the "LT" or "PREMIER" chrome nameplates:
  - If the "LT" or the "PREMIER" nameplates are missing, go to step 4.
  - If either "LT" or the "PREMIER" are equipped with chrome nameplates, go to step 2.
- Apply masking tape around existing nameplates to be replaced. Tape the left side and the bottom edge of the existing nameplate. This will be the locating feature for the new nameplate.

# Customer Satisfaction Program

## N222372480 Gloss Black Emblem Kit Missing Nameplates



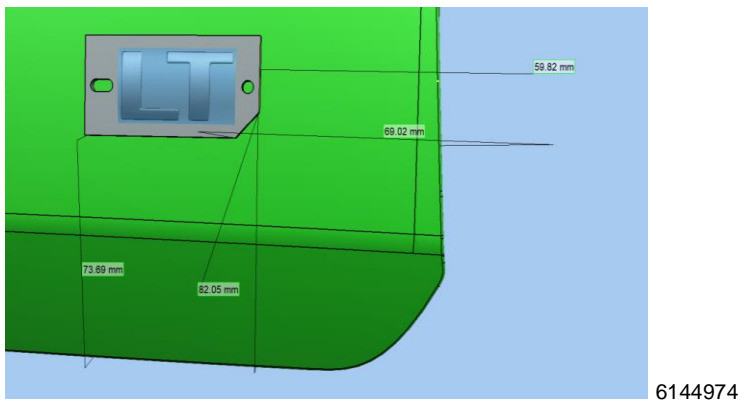
**Caution:** Use a plastic, flat-bladed tool to prevent paint damage when removing an emblem/name plate.

3. Starting on the rear liftgate, remove the chrome "LT" or the "PREMIER" nameplate.
4. Using the supplied alcohol wipe, wipe the area of the liftgate or door where the nameplate will be installed. Wipe surface dry with a clean lint-free towel.
5. Dry the area with a clean lint-free cotton cloth.



**Note:** If the nameplate was missing, proceed to step 6. If the nameplate was removed, proceed to step 8.

6. If the "PREMIER" nameplate is being installed, from the right bottom edge, measure 74.86 mm from the bottom edge of the liftgate and mark the area with tape. The far edge of the tape is where the 74.86 mm measurement should be made.
  - 6.1. From the left bottom edge, measure 73.92 mm from the bottom edge of the liftgate and mark the area with tape. The far edge of the tape is where the 73.92 mm measurement should be made.
  - 6.2. From the right edge of the established baseline, measure 44.48 mm and mark the area with tape. The top edge of the tape line is where the 44.48 mm measurement should be made.



7. If the "LT" nameplate is being installed, measure 73.69 mm from the bottom edge of the liftgate and mark the area with tape. The far edge of the tape is where the 73.69 mm measurement should be made.
  - 7.1. From the right edge of the established baseline, measure 59.82 mm and mark the area with tape. The top edge of the tape line is where the 59.82 mm measurement should be made.
8. Position, align and press the nameplate protective liner to the previously marked location.

**Note:** When removing protective liners from adhesive backed nameplates, be careful not to touch the adhesive tape or allow the tape to come in contact with dirt or any foreign matter prior to the placement and adhesion.

9. Using a clean towel and the palm of the hand, press firmly for approximately 30 seconds, the nameplate to the vehicle body panel surface.
10. Ensure the nameplate is attached firmly to the body panel surface.
11. Remove the masking tape and clean all tape residue from the vehicle body panel surface around the nameplate attachment location.

# Customer Satisfaction Program

## N222372480 Gloss Black Emblem Kit Missing Nameplates



**Note:** These accessory emblems are sold as a kit. Use the required emblem and discard the unused portion of the kit.

### 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 October 31, 2024. 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 October 31, 2024, you must take the steps necessary to be sure the program correction has been made before selling or releasing the vehicle.

### Dealer Reports – For USA & Export

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

## N222372480 Gloss Black Emblem Kit Missing Nameplates



September 2022

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

Dear General Motors Customer:

We have learned that your 2022 model year Chevrolet Traverse may have been built with nameplates on the liftgate missing.

Your satisfaction with your Traverse is very important to us, so we are announcing a program to correct this issue.

**What We Will Do:** Your GM dealer will replace the missing nameplates. This service will be performed for you at **no charge until October 31, 2024**. 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.

For the hearing or speech impaired, please contact our Customer Assistance Center using the Telecommunication Relay Service by dialing 711 then providing the appropriate Customer Assistance Center number for your vehicle.

Division	Number	Text Telephones (TTY)
Chevrolet	1-800-222-1020	711 / 1-800-833-2438
Puerto Rico – English	1-866-467-9700	
Puerto Rico – Español	1-866-467-9700	
Virgin Islands	1-866-467-9700	

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

N222372480

GLOBAL SAFETY FIELD INVESTIGATIONS  
DCS6277  
URGENT - DISTRIBUTE IMMEDIATELY

Date: September 14, 2022

Subject: N222372480 - Customer Satisfaction Program  
Gloss Black Emblem Kit Missing Nameplates

Models: 2022 Chevrolet Traverse

To: All General Motors Dealers

General Motors is releasing Customer Satisfaction Program N222372480 today. The total number of U.S. vehicles involved is 108. Please see the attached bulletin for details.

**Customer Letter Mailing**

The customer letter mailing will begin on September 28, 2022.

**Global Warranty Management (GWM)**

The Required Field Action section on the Investigate Vehicle History (IVH) screen will be updated September 14, 2022. 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