

GLOBAL SAFETY FIELD INVESTIGATIONS
DCS6501
URGENT - DISTRIBUTE IMMEDIATELY

Date: March 27, 2023

Subject: N222391580 - Customer Satisfaction Program
Incorrect Steering Wheel Trim

Models: 2023 Cadillac Escalade, Escalade ESV

To: All General Motors Dealers

General Motors is releasing Customer Satisfaction Program N222391580 today. The total number of U.S. vehicles involved is 682. Please see the attached bulletin for details.

Customer Letter Mailing

The customer letter mailing will begin on April 10, 2023.

Global Warranty Management (GWM)

The Required Field Action section on the Investigate Vehicle History (IVH) screen will be updated March 27, 2023. A Stock VIN list is not included as our records show there are no vehicles in dealer new inventory.

END OF MESSAGE

GLOBAL SAFETY FIELD INVESTIGATIONS

Customer Satisfaction Program

N222391580 Incorrect Steering Wheel Trim



Release Date: March 2023

Revision: 00

Attention: This program is in effect until April 30, 2025.

Make	Model	Model Year		RPO	Description
		From	To		
Cadillac	Escalade	2023	2023		
Cadillac	Escalade ESV	2023	2023		

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 2023 model year Cadillac Escalade and Escalade ESV vehicles may have been built with the incorrect steering wheel trim spoke cover applique.
Correction	Dealers are to replace the steering wheel trim spoke cover applique.

Parts

Quantity	Part Name	Part No.
1	Steering Wheel Trim Spoke Cover Applique	85128964

It is estimated that there are only 750 involved vehicles that will require parts being 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
9106617	Steering Wheel Spoke Cover Replacement	0.7	ZFAT	N/A

Service Procedure

1. Remove and discard the steering wheel spoke cover. Refer to *Steering Wheel Spoke Cover Replacement* in SI.
2. Install the new service steering wheel spoke cover. Refer to *Steering Wheel Spoke Cover Replacement* in SI.

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 April 30, 2025. 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, 2025, you must take the steps necessary to be sure the program correction has been made before selling or releasing the vehicle.

Customer Satisfaction Program

N222391580 Incorrect Steering Wheel Trim



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.

Courtesy Transportation – For USA & Canada

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 & 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

N222391580 Incorrect Steering Wheel Trim



April 2023

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

Dear General Motors Customer:

We have learned that your 2023 model year Cadillac Escalade or Escalade ESV may have been built with the incorrect steering wheel trim spoke cover applique.

Your satisfaction with your Escalade or Escalade ESV is very important to us, so we are announcing a program to prevent this condition or, if it has occurred, to fix it.

What We Will Do: Your GM dealer will replace the steering wheel trim spoke cover applique. This service will be performed for you at **no charge until April 30, 2025**. 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)
Cadillac	1-800-333-4223	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

N222391580