



Service Bulletin

Bulletin No.: 23-NA-103

Date: June, 2023

INFORMATION

Subject: Information on Photographing Various Vehicle Concerns and Submitting Them to the GM Technical Assistance Center (TAC)

This bulletin replaces PIC6346A. Please discard PIC6346A.

Brand:	Model:	Model Year:		Breakpoint:		Engine:	Transmission:
		from	to	from	to		
BrightDrop	All Passenger Cars and Trucks	2022	2024	—	—	—	—
Buick							
Cadillac							
Chevrolet							
GMC							

Involved Region or Country	North America
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Important: Service agents must comply with all International, Federal, State, Provincial, and/or Local laws applicable to the activities it performs under this bulletin, including but not limited to handling, deploying, preparing, classifying, packaging, marking, labeling, and shipping dangerous goods. In the event of a conflict between the procedures set forth in this bulletin and the laws that apply to your dealership, you must follow those applicable laws.

Some vehicle concerns rely on taking and reviewing photographs to aid in the description/diagnosis of a customer's concern. While a properly taken photograph can aid substantially in diagnosing a concern, an unclear or poorly photographed concern may delay the diagnosis / repair of a customer's vehicle.

The GM Technical Assistance Center (TAC) receives many photographs each day. This can be an enormous help in gaining insight to a customer's particular issue that he or she is facing. When a photograph is requested, here are some simple tips to follow to make sure they are as helpful.

First, take a picture of the concern from a zoomed-out position to allow the consultant to establish an area of reference. Attach a piece of masking tape or simply point to the area in question so the consultant can be assured that he or she is in the correct location.

Then, take a second picture from a zoomed in point of view to clearly show the area of concern. If necessary, point to, or otherwise call out any special features to be sure the concern is clearly indicated in the photo.

Lastly, with the access of modern digital cameras and camera phones, it is easier than ever to quickly take high quality photographs in most all situations and lighting conditions. If the concern cannot be easily viewed in the photo, delete it and take another photograph. Show the photo to another person in the dealership and see if he or she can identify both the area of the vehicle, as well as what is being photographed. TAC receives many photographs that are either zoomed in too far, or they are too blurry to be of any use at all. In instances such as these, many new cameras and camera phones have a designated "Macro mode." This allows the user to take extreme close-up photographs with higher clarity than a regular or standard mode. (See your specific owner's manual for details.) By sending in blurry photographs, this does two things: this delays the repair of the customer's vehicle as well as it causes much frustration in the process. Below are some examples of both good and bad photographs that have been sent into TAC.

Examples of Acceptable Photographs



5202313

The photo above is zoomed out to establish the area of the concern.



5202314

The photo above points out the concern in the paint.



5202315

The photo above is zoomed in to clearly show the concern in greater detail.



5202311

The photo above is of a fender zoomed out with a blue circle being added pointing out the location of concern.



5202312



5202310

The photo above is zoomed in showing the concern in the paint.

Examples of Unacceptable Photographs



5202304



5202307



5202306

The photos above do not clearly show the region of the concern in question. They are so zoomed in that most people would have difficulty determining what part of the vehicle that they are even looking at.

Version	1
Modified	Released June 08, 2023

