

GLOBAL SAFETY FIELD INVESTIGATIONS
DCS6705
URGENT - DISTRIBUTE IMMEDIATELY

Date: November 1, 2023

Subject: N232404290 - Customer Satisfaction Program
Trailer Label May Have Incorrect Values

Models: 2024 Chevrolet Silverado 2500HD/3500HD
2024 GMC Sierra 2500HD/3500HD

To: All General Motors Dealers

General Motors is releasing Customer Satisfaction Program N232404290 today. The total number of U.S. vehicles involved is approximately 451. Please see the attached bulletin for details.

Customer Letter Mailing

The customer letter mailing will begin in November 2023.

Global Warranty Management (GWM)

The Required Field Action section on the Investigate Vehicle History (IVH) screen will be updated November 1, 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

N232404290 Trailing Label May Have Incorrect Values



Release Date: November 2023

Revision: 00

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

Make	Model	Model Year		RPO	Description
		From	To		
Chevrolet	Silverado 2500HD/3500HD	2024	2024		
GMC	Sierra 2500HD/3500HD				

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 2024 model year Chevrolet Silverado 2500HD/3500HD and GMC Sierra 2500HD/3500HD vehicles, may have a condition in which the trailing label displays incorrect values.
Correction	Dealers will replace the trailing label.

Parts

Quantity	Part Name	Part No.
1	Replacement Trailing Label	85532775

Note: Use the VIN and the GM Electronic Parts Catalog (EPC) to determine which Trailer Label Replacement to order.

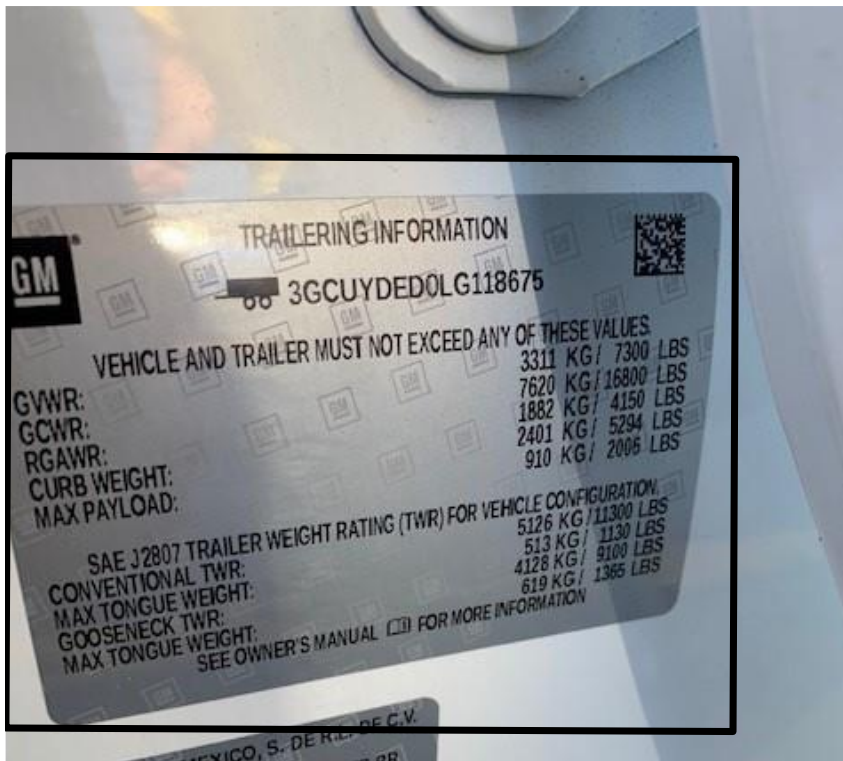
Please put the VIN # in the note field of the order, if you don't the order will cancel.

Warranty Information

Labor Operation	Description	Labor Time	Trans. Type	Net Item
9107012	Trailer Label Replacement	0.3	ZFAT	N/A

Service Procedure

Important: Do NOT place NEW label over existing label.



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1. Remove the trailing label from the driver's side door jamb and clean any residue using isopropyl alcohol. Dry with clean, lint free cloth. Receiving surface MUST be clean, dry and free of any contaminants.

Customer Satisfaction Program

N232404290 Trailering Label May Have Incorrect Values



2. Firmly hold the new label and peel protective liner from the back side, being careful not to touch or contaminate the adhesive with dirt or foreign matter.
3. Carefully align new label to the surface. Press firmly and smooth out entire label ensuring corners are fully adhered.

Dealer Responsibility

All new, used, GM Certified Pre-Owned (CPO), courtesy transportation vehicles, dealer shuttle vehicles, CarBravo, etc. in dealers' possession and subject to this field action 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 Pre-Owned (CPO) vehicles currently in the dealers' inventory within the SHIFT Digital system 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 SHIFT Digital system, or once again be used in the Courtesy Transportation 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 November 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 November 30, 2025, 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.

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

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November 2023

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

Dear General Motors Customer:

We have learned that your 2024 model year Chevrolet Silverado 2500HD/3500HD or GMC Sierra 2500HD/3500HD may have a trailing label with incorrect values.

Your satisfaction with your Silverado and Sierra 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 trailing label. This service will be performed for you at **no charge until November 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)
Chevrolet	1-800-222-1020	711 / 1-800-833-2438
GMC	1-800-462-8782	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

N232404290