



# Service Bulletin

Bulletin No.: 23-NA-125

Date: April, 2024

## INFORMATION

**Subject: Over The Air (OTA) and In-Market Enhancement (IME) FAQs**

Brand:	Model:	Model Year:		VIN:		Engine:	Transmission:
		from	to	from	to		
BrightDrop	GM Passenger Cars and Light/Medium Duty Trucks	2017	2024	—	—	—	—
Buick							
Cadillac							
Chevrolet							
GMC							

<b>Involved Region or Country</b>	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.**

**Important:** This technical service bulletin (TSB) can only be completed by certified repair facilities who have met all specific training, tool and equipment requirements pertaining to the vehicle Brand and Model serviced. Repairs must be performed by a technician who has successfully completed the required training.

### OTA Overview and Requirements

#### What are Over-the-Air (OTA) Vehicle Software Updates?

Vehicle software update technology allows specific software updates for certain vehicle components to be downloaded and installed over a wireless connection. This technology provides a convenient way to update your vehicle with the latest available software.

#### How often are OTAs sent to vehicles?

OTA updates are sent in fixed quarterly updates.

The update can be declined or delayed by the customer or may fail to install if requirements are not met. In any of these cases, the customer can always proceed with the install at any time once requirements are met.

#### What are the requirements before an OTA update can begin?

1. A strong signal and network connectivity, which can be accessed through the vehicle's built-in OnStar 4G LTE connection (Basic Connected or paid plan) or a secure wi-fi hotspot network.
2. Customer must have accepted the connected vehicle user terms and privacy statement (TCPS) for that vehicle on the radio.
3. OTA update will be sent to the customer's vehicle when ready to install.
4. Vehicle must be in PARK and will have to accept Install 2 times; one when vehicle is put into PARK, and another when the vehicle is shut OFF.
5. Vehicle software updates can only occur if vehicle conditions are adequate. 12V battery state of charge above 70% state of charge (SOC) and ambient temperature above 14°F (-10°C).

**Important:** It is necessary to remove all external devices that can cause an OTA to not appear or fail to download. Aftermarket devices that plug into a vehicle's OBD Data link Connector may include insurance dongles, cameras etc.

#### How do I know if my vehicle is eligible for OTA updates?

OTA updates are available on model year 2020 and newer vehicles.

On the vehicle's infotainment screen, check for pending OTA updates under "Settings". Pathway can vary by vehicle:

- Settings>Updates>Check for Updates
- Settings > System > Vehicle Software > Updates
- Settings > Software Information > System Update

If the customer sees these options, their vehicle supports OTA Vehicle Software Updates.

### **Is a paid 4G Wi-Fi data plan required to get an OTA Software Update?**

No. OTA can work if the vehicle has an active Connected Services or Basic plan, which has internet connectivity built into the vehicle.

OTA will NOT work if the Vehicle or Unit is Disabled or Cancelled.

### **Can the Customer connect their vehicle to another Wi-Fi hotspot to get OTA Updates?**

Yes, a secure Wi-Fi connection can be used, and data rates may apply.

### **What happens if the vehicle does not have an active OnStar service plan?**

If the vehicle does NOT have an active OnStar service plan or Basic Plan, it would not be enrolled into an OTA software update campaign. An active service plan is required to receive an update.

### **How does General Motors prevent third parties from connecting with a customer's vehicle for OTA updates?**

GM has a record of all OTA software updates with unique identifiers for each update and can help confirm that the update the customer is seeing is the one we have sent to the vehicle.

General Motors takes the security of its vehicles very seriously and has systems and procedures in place to help prevent unauthorized third parties from connecting to GM vehicles.

To let us know of specific concern or for more information, the customer can contact GM's Privacy Manager at [privacy@gm.com](mailto:privacy@gm.com).

## **OTA Download & Install Process**

### **What is the difference between OTA Download vs Install?**

**Download:** Comes before the install. Downloads compatible software to be installed. Requires network connectivity and is not visible to the driver.

**Install:** Comes after the download. Installs the actual content of the OTA update. Requires connectivity and consent by the customer to begin.

### **Can the customer use their vehicle while the software is being downloaded? (Not installed)**

Yes. The pre-install download occurs in the background and is not visible to the driver.

The download will automatically pause and resume if the customer turns their vehicle OFF or loses network connectivity during the download.

### **What happens during the OTA install?**

Once the Install begins, the vehicle will be disabled and cannot be driven, and features like door locks, windows and chimes may not work.

- Customer is encouraged to exit the vehicle before the update starts.

Customer has 60 seconds to turn vehicle ignition OFF before OTA update starts.

- Install will not start until ignition is OFF.
- If you leave your vehicle during an update, close your windows, and lock your doors. Ensure there are no occupants inside.

The infotainment screen may stay ON for the entire duration of the install, even after ignition turned OFF and/or door is opened

- If screen does shut OFF, the OTA will still continue installing until complete.
- You may also notice one or more system resets during an installation process. Keep vehicle ignition OFF until OTA install is complete before re-starting. Install may take up to 20 minutes.

### **Can the Customer use their vehicle while the software is being downloaded or installed?**

During the software download, you can continue to use your vehicle normally. The download will automatically pause and resume if you turn your vehicle OFF or lose network connectivity during the download (e.g., if you pull into a parking garage).

During the installation, the vehicle will be disabled and cannot be driven for most updates, meaning most vehicle features cannot be used.

### **What if there is a failure, no crank or dead battery during download or install?**

Refer to Bulletin number PIT5966 and contact TAC by creating a DCM case and reference this PI number in the TAC case along with any other pertinent information including the previously recorded campaign number. For Canada dealership call TAC to create a TAC case.

**Important:** If the vehicle does not power up or start once the battery is charged, then the PIT5966 procedure does not apply and perform normal SI Diagnostics.

### **How long will an OTA Vehicle Software Install take?**

Vehicle software update installation times will vary depending on the size of the update and the wireless signal strength.

Generally, software installation is expected to take 20 minutes or less. The update will not use the customer's personal data. The in-vehicle notice will provide the estimated time that the installation will take to complete.

### **How can I check on the progress of a vehicle software download or installation?**

On the vehicle's infotainment screen, check for progress on an ongoing OTA install or any pending OTA updates under "*Settings*". Pathway can vary by vehicle:

- Settings>Updates>Check for Updates
- Settings > System > Vehicle Software > Updates
- Settings > Software Information > System Update

### **Can install be cancelled once install has started?**

No, there is no option to cancel or override the installation once started. Therefore, customers are presented with the option to "*Download/Install*" or wait for a more convenient time using the "*Remind Me Later*" or "*Schedule*" (if available) options; or they can exit the vehicle.

### **What happens if vehicle restarted before OTA install is complete?**

If vehicle is restarted too early, OTA message will re-appear on screen when vehicle PARKED, and the customer will have to restart OTA download.

### **Will the Customer lose any of their vehicle settings after an OTA update?**

In some limited cases, certain vehicle settings may be reset as a part of the software update process.

In those cases, communications regarding the update will include information regarding the involved settings, including relevant instructions for how to re-establish the settings.

### **What if the customer Declined or did NOT accept the OTA?**

**Did Not Accept** – If the customer did not Accept or Ignored the update, the update will prompt again on future ignition cycles or next time vehicle is in park.

**Declined** – If the customer accidentally Declined – Dealership will need to create a TAC case stating customer accidentally declined update to resend the update to the vehicle. Inform the customer they will receive a call back when their case is resolved, but they may see the update.

### **OTA Communications**

#### **Will the customer receive any emails or other communications about OTA updates?**

Communications such as physical letters, email and in-vehicle notifications may be sent as appropriate and required for the specific software update. Customer will be notified in their vehicle via the infotainment screen and can select "*Learn more*" on the update screen when offered. This will provide update release notes about the improvements included in the update.

#### **Can a customer tell if the update is critical or not?**

All updates are considered important, and the customer is encouraged to install them all. There will not be a way to tell the update type.

#### **Can a customer also receive the vehicle software update from their dealer?**

Yes. Vehicle software updates for select model year 2020 and newer vehicles can be performed by your servicing dealer and are also available to independent service centers. As always, if you have any questions or concerns about a vehicle software update, you may contact your servicing dealer for assistance.

#### **Why are OTA alerts appearing on phone?**

Mobile notifications may occur for certain In-Market Enhancements (IME) & OTA notifications via push notification and the MyBrand app.

#### **Differences between In Market Enhancement (IME) vs regular Over the air (OTA)?**

##### **OTA:**

- Triggered by fixed-date quarterly updates
- Vehicle must be parked/IGN OFF to install
- May get alerts on mobile device before, during & after install

##### **IME:**

- Triggered by customer after purchase of the IME feature
- May still require fixed-date OTA quarterly update
- May get alerts on mobile device before, during & after install
- Vehicle may not be immobilized during install depending on feature

<b>Version</b>	2
<b>Modified</b>	Released July 12, 2023 Revised April 26, 2024 – Added Brightdrop Models and second Important statement.

