

GENERAL MOTORS
DCS7245
URGENT - DISTRIBUTE IMMEDIATELY

Date: June 12, 2025

Subject: N252506310, N252506311, N252506312 - Customer Satisfaction
Customer Reimbursement for Midnight Package

Models: 2025 Chevrolet Equinox

General Motors is releasing Customer Satisfaction Program N252506310, N252506311, N252506312 today.

What Should Dealers Do: Dealers should review IVH or the Dealer Maxis reports for open VINs in their inventory. Dealers can view the attached bulletin and it will also be displayed in Service Information tomorrow.

A Stock VIN list is not included as our records show there are no vehicles in dealer new inventory.

END OF MESSAGE

Customer Satisfaction Program

N252506310 Customer Reimbursement for Accessory Black Bowtie



Release Date: June 2025

Revision: 00

Attention: This program is in effect until June 30, 2027.

Make	Model	Model Year	
		From	To
Chevrolet	Equinox	2025	2025

Investigate Vehicle History (IVH) in the GM Global Warranty Management system should always be checked to confirm vehicle involvement prior to beginning any required inspections and/or repairs.

Condition	On certain vehicles listed above equipped with the Midnight Package, the customer was inadvertently overcharged for the Accessory Black Bowtie RPO (SFZ).
Correction	Dealers will provide the customer with a reimbursement check in the amount of \$250.00 USD, \$240.00 CAD.

Parts

No parts are required.

Warranty Information

Labor Operation	Description	Labor Time	Trans. Type	Net Item
9107947	Customer Reimbursement Check Issued	N/A	ZFAT	*

* Submit the dollar amount reimbursed to the Customer in Net/Reimbursement. The amount identified in Net Item is the \$250.00 (USD), \$240.00 (CAD) dealer check issued to a customer. Record the check number in the Invoice Number field. Record the VIN on the check. Submit \$20.00 USD (\$25.00 CAD) administrative allowance in Net/Admin Allowance.

Service Procedure

Important: Dealers are to verify these three pieces of information prior to issuing a reimbursement check:

- Letter provided by General Motors.
- Vehicle registration.
- Driver's license or state ID, verify that it matches the registration and owner letter.

Issue the customer a reimbursement check in the amount of \$250.00 (USD), \$240.00 (CAD). Record the check number in the Invoice Number field and record the VIN on the check.

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 the end date as noted in the Attention box. 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 the end date as noted in the Attention box, you must take the steps necessary to be sure the program correction has been made before selling or releasing the vehicle.

Customer Satisfaction Program

N252506310 Customer Reimbursement for Accessory Black Bowtie



Dealer Reports – For USA & Export

For dealers with involved vehicles, a listing has been prepared and will be available through GM Global Connect 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 sample customer letter included with this bulletin).

Export - Letters will be sent to known owners of record located within areas covered by the US National Traffic and Motor Vehicle Safety Act. For owners outside these areas, dealers should notify customers using the attached sample letter.

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

N252506310 Customer Reimbursement for Accessory Black Bowtie



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

Dear General Motors Customer:

We have learned that you may have been mistakenly overcharged for the Accessory Black Bowtie RPO (SFZ).

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

What We Will Do: Your GM dealer will provide a reimbursement check in the amount of \$250.00 USD. This reimbursement is available to you until **June 30, 2027**.

What You Should Do: To limit any possible inconvenience, we recommend that you contact your dealer as soon as possible to begin the reimbursement process. Please provide this customer letter, your driver's license or state ID, and vehicle registration to the dealer to receive your reimbursement check.

You may locate a dealer using the QR code below. For more information about your vehicle, or if you have questions or concerns that your dealer is unable to resolve, please visit gm.com/service, or call the Buick, Chevrolet or GMC Customer Assistance Center at 1-866-467-9700. For Cadillac, please call 1-800-333-4223.

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.

We truly appreciate you taking the time to help us process the reimbursement check for 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

Scan here to
locate a dealer.



N252506310