

GENERAL MOTORS
DCS7370
URGENT - DISTRIBUTE IMMEDIATELY

Date: November 5, 2025

Subject: N252519350 - Customer Satisfaction Program
Liftgate Emblem Delamination

Models: 2025-2026 Cadillac ESCALADE IQ
2026 Cadillac ESCALADE IQL

General Motors is releasing Customer Satisfaction Program N252519350 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.

The Stock VIN list of vehicles in dealer inventory is attached to this message. Note: this list is only accurate at the time of report creation and all VINs should be validated in IVH prior to repair.

Parts may be removed from SPRINT and Retail Inventory Management (RIM) and be non-returnable. Dealers should review the affected parts to confirm RIM managed status. Parts may have quantity limiters in effect. There are a small number of vehicles anticipated that will need this fix. **Due to the limited initial parts availability, dealers are encouraged not to order these parts for use as shelf stock.**

Parts required to complete this recall are to be obtained from General Motors Customer Care and Aftersales (GMCCA). **Parts are currently in limited supply.** Order parts on a CSO = Customer Special Order only. DRO's may be cancelled. If a SPAC case is required, dealers should place a CSO order (not CSO3) and upgrade the order to a SPAC case themselves. Parts may have quantity limiters in effect. **Do not place orders for unsold vehicles in dealer inventory at this time. All orders will be reviewed prior to being filled.**

For dealers with involved vehicles, a listing has been prepared and will be available through GM Global Connect Maxis Field Action Reports or GWM Field Action Batch Search Report. 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.

END OF MESSAGE

Customer Satisfaction Program

N252519350 Liftgate Emblem Delamination



Release Date: November 2025

Revision: 00

Attention: For EV Involved Vehicles: The repairs outlined in this bulletin must only be completed at an authorized EV dealer and repairs must be performed by a technician who has successfully completed the applicable technical training required to perform this repair.

Investigate Vehicle History (IVH) in the GM Global Warranty Management system MUST always be checked to confirm vehicle involvement and MUST be in OPEN status prior to beginning any required inspections and/or repairs. DO NOT use Service Information with VIN search, as it will not verify the VIN eligibility for field actions.

This program is in effect until December 31, 2027.

Make	Model	Model Year	
		From	To
Cadillac	ESCALADE IQ	2025	2026
Cadillac	ESCALADE IQL	2026	2026

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Condition	Certain vehicles listed above may have a condition where the emblem that is adhered onto the switch module could delaminate and partially separate.
Correction	Dealers will replace the rear closure release with emblem pushbutton.

Parts

Quantity	Part Name	Part No.
1	PUSHBUTTON, RR CLSR	85801009

Reminder: Parts may be removed from SPRINT and Retail Inventory Management (RIM) and be non-returnable. Dealers should review the affected parts to confirm RIM managed status. Parts may have quantity limiters in effect. There are a small number of vehicles anticipated that will need this fix. **Due to the limited initial parts availability, dealers are encouraged not to order these parts for use as shelf stock.**

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Warranty Information

Labor Operation	Description	Labor Time	Trans. Type	Net Item
9108187	Rear Closure Release With Emblem Pushbutton Replacement	0.4	ZFAT	N/A

Service Procedure

Replace the rear closure release with emblem pushbutton. Refer to *Rear Closure Release With Emblem Pushbutton Replacement* in SI.

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

Customer Satisfaction Program

N252519350 Liftgate Emblem Delamination



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.

Dealer Reports – For USA

For dealers with involved vehicles, a listing has been prepared and will be available through GM Global Connect Maxis Field Action Reports or GWM Field Action Batch Search Report. 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

USA - For repairs covered under this Field Action, Courtesy Transportation can be made available **ONLY** if the customer/vehicle qualify for Courtesy Transportation per Bulletin 07-00-89-037.

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. Refer to the most current Home Office Letter (YYYY-604) on the Courtesy Transportation Program for details.

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

N252519350 Liftgate Emblem Delamination



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

Dear General Motors Customer:

Your GM vehicle is eligible for one or more updates designed to enhance your ownership experience, and we want to ensure it continues to meet your highest expectations.

To view the specific updates for your vehicle, visit: <https://experience.gm.com/ownercenter/recalls>

What We Will Do: Your GM dealer will inspect your vehicle and complete any applicable updates – at no cost to you, through **December 31, 2027**. After that, standard warranty terms will apply.

What You Should Do: We recommend contacting your GM dealer as soon as possible to schedule a service appointment. This will help ensure that any necessary parts or software updates are available when you arrive.

When scheduling your appointment, please confirm that your dealer is EV certified, if applicable.

You may schedule your vehicle for repair 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 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

Scan here to
locate a dealer.

