

GENERAL MOTORS
DCS 7475
URGENT - DISTRIBUTE IMMEDIATELY

Date: May 4, 2026

Subject: N252541130 - Customer Satisfaction Program
Missing Front Grille Illuminated Emblem

Models: 2026 Chevrolet Traverse

General Motors is releasing Customer Satisfaction Program N252541130 today. The total number of U.S. vehicles involved is 27.

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.

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

N252541130 Missing Front Grille Illuminated Emblem



Release Date: May 2026

Revision: 00

Attention: 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 May 31, 2028.

Make	Model	Model Year	
		From	To
Chevrolet	Traverse	2026	2026

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.

Condition	Certain vehicles listed above may have been delivered without the customer ordered Front Grille Illuminated Emblem.
Correction	Dealers will install the missing illuminated emblem OR provide the customer with a reimbursement check in the amount of \$500.00.

Parts

Quantity	Part Name	Part No.
1	Illuminated Emblem Package	84940355

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.

Warranty Information

Labor Operation	Description	Labor Time	Trans. Type	Net Item
9108418	Front Grille Illuminated Emblem Installation	1.0	ZFAT	N/A
9108419	Customer Reimbursement Check Issued	N/A	ZFAT	*

Please Note: The above labor time(s) are published direct from the Labor Time Guide.

* Submit the dollar amount reimbursed to the Customer in Net/Reimbursement. The amount identified in Net Item is the \$500.00 (USD) 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 administrative allowance in Net/Admin Allowance.

Service Procedure

For customers who have opted to receive the illuminated emblem: Install the illuminated emblem onto the vehicle. Instructions are contained in the kit.

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

- Letter provided by General Motors.
- Vehicle registration.
- For a vehicle registered in the name of an individual:
 - Driver's license or state ID, verify that it matches the registration and owner letter.
- For a vehicle registered in the name of a company:
 - Proof of automobile insurance, verify that it matches the registration and owner letter.

For customers who have opted to receive a reimbursement check: Issue the customer a reimbursement check in the amount of \$500.00 (USD). 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.

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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.

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.

Customer Notification

USA - General Motors will notify customers of this program on their vehicle (see copy of sample customer letter included with this bulletin).



Customer Satisfaction Program

N252541130 Missing Front Grille Illuminated Emblem



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

Dear General Motors Customer:

We have learned that your GM vehicle may have been delivered without the Front Grille Illuminated Emblem that was ordered.

Your satisfaction with your vehicle 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 install the missing illuminated emblem OR provide a reimbursement check in the amount of \$500.00 USD. This service will be performed for you at **no charge until May 31, 2028**. 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 opt to receive a reimbursement check instead, 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 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. You can also use your preferred voice assistant (for example, "Please go to GM.com"), 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 with many miles of enjoyable driving.

Neelie O'Connor
Global Executive Director
Customer Experience Operations

Scan here to
locate a dealer.



N252541130