

GENERAL MOTORS
DCS7491
URGENT - DISTRIBUTE IMMEDIATELY

Date: May 4, 2026

Subject: N252537031 - Customer Satisfaction Program
Incorrect Trailer Hitch Label

Models: 2024-2026 Chevrolet Silverado 2500HD/3500HD
2024-2026 GMC Sierra 2500HD/3500HD

General Motors is releasing Customer Satisfaction Program N252537031 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.

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

N252537031 Incorrect Trailer Hitch Label



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.

Make	Model	Model Year	
		From	To
Chevrolet	Silverado 2500HD/3500HD	2024	2026
GMC	Sierra 2500HD/3500HD		

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 be equipped with a trailer hitch label that understates hitch capability.
Correction	Because this label can easily be installed by the customer, and to reduce their inconvenience, the corrected label and installation instructions will be mailed to customers of record.

Warranty Information

Labor Operation	Description	Labor Time	Trans. Type	Net Item
9108273	Remove Towing Capacity Label	0.2	ZFAT	N/A

Service Procedure

If a vehicle is customer-owned, a label was mailed to that customer along with instructions – **it is the customer's responsibility to apply that label.** If a vehicle is in your USED inventory and has this field action open, you may use the service procedure from N252537030 and the labor operation above to close the field action.

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, from this time forward.

Customers who have recently purchased vehicles sold from your vehicle inventory, and for which there is no customer information indicated on the dealer 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 field action enters your vehicle inventory you must take the steps necessary to ensure the program correction has been made before selling the vehicle. In addition, for vehicles entering your facility for service, you are required to ensure the customer is aware of the open field action and make every reasonable effort to implement the program correction as set forth in this bulletin prior to 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.

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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**

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

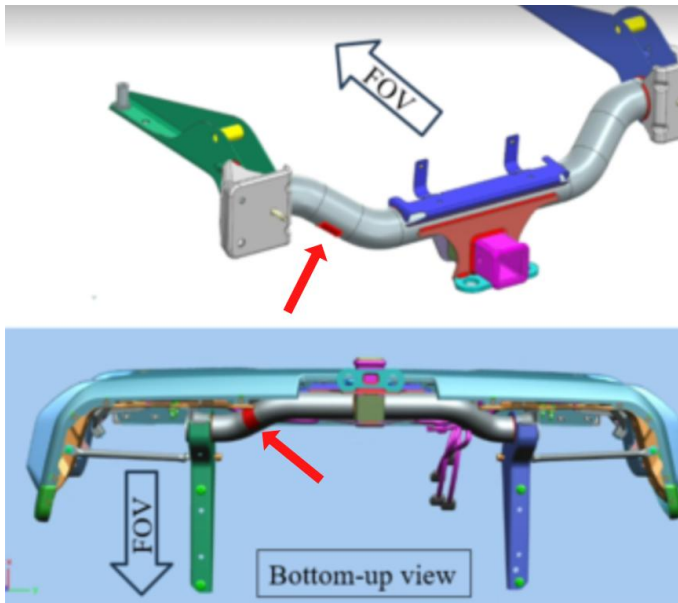
Dear General Motors Customer:

We have learned that your GM vehicle may be equipped with a trailer hitch label that understates hitch capability.

Your satisfaction with your vehicle is very important to us, so we have enclosed a replacement label that correctly states your vehicle's hitch capability.

What We Will Do: Because this replacement label can be easily installed and to minimize inconvenience, the correct label and installation instructions are included here.

Instructions:



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1. Locate the Towing Capacity Label located on the hitch in the location shown.
2. Ensure that the label surface and the area surrounding the label is clean and dry. Use a non-oil based cleaner, preferably isopropyl alcohol (rubbing alcohol) to clean the label surface and the area surrounding the label.
3. Remove the backing from the new label.
4. Apply the label and smooth the label from the center out.

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

N252537031