



# Recall Bulletin

File In Section: Product Recalls  
Bulletin No.: 04021  
Date: May 2004



## F/CMVSS NONCOMPLIANCE RECALL

**SUBJECT: AIR BAG WARNING LABEL**

**MODELS: 2003 CHEVROLET S10 PICKUP, S10 CREW CAB  
2004 CHEVROLET BLAZER, S10 CREW CAB  
2003 GMC SONOMA PICKUP, SONOMA CREW CAB  
2004 GMC SONOMA CREW CAB**

### CONDITION

General Motors has decided that certain 2003 model year Chevrolet S10 pickup and S10 Crew Cab, GMC Sonoma pickup and Sonoma Crew Cab, and 2004 model year Chevrolet Blazer and S10 Crew Cab, and GMC Sonoma Crew Cab vehicles fail to conform to Federal/Canada Motor Vehicle Safety Standard 208, Occupant Crash Protection. These vehicles have an incorrect air bag warning label installed on one of the sun visors.

### CORRECTION

Although only one label is incorrect, a label will be installed on both sun visors to eliminate the possibility of installing the label on the wrong sun visor and to keep the appearance consistent. Since these labels can easily be installed by the customer, and to reduce their inconvenience, corrected labels and application instructions will be mailed to customers of record. Dealers will receive labels for installation on the vehicles in inventory.

### VEHICLES INVOLVED

Involved are certain 2003 model year Chevrolet S10 pickup and S10 Crew Cab, GMC Sonoma pickup and Sonoma Crew Cab, and 2004 model year Chevrolet Blazer and S10 Crew Cab, and GMC Sonoma Crew Cab vehicles built within these VIN breakpoints:

YEAR	DIVISION	MODEL	FROM	THROUGH
2003	Chevrolet	S10 Reg/Ext	38126722	38290378
2003	Chevrolet	S10 Crew Cab	3K100420	3K187934
2004	Chevrolet	Blazer	4K100053	4K152826
2004	Chevrolet	S10 Crew Cab	4K100033	4K152446
2003	GMC	Sonoma Reg/Ext	38126746	38290346
2003	GMC	Sonoma Crew Cab	3K110474	3K187941
2004	GMC	Sonoma Crew Cab	4K100178	4K152458

**IMPORTANT:** Dealers should confirm vehicle eligibility through **GMVIS** (GM Vehicle Inquiry System) prior to beginning recall repairs. [Not all vehicles within the above breakpoints may be involved.]

**For US:** For dealers with involved vehicles, a Campaign Initiation Detail Report containing the complete Vehicle Identification Number, customer name and address data has been prepared and will be loaded to the GM DealerWorld, Recall Information website. Dealers that have no involved vehicles currently assigned, will not have a report available in GM DealerWorld.

**For Canada:** For dealers with involved vehicles, a Campaign Initiation Detail Report containing the complete Vehicle Identification Number, customer name and address data has been prepared, and is being furnished to involved dealers. Dealers that have no involved vehicles currently assigned, will not receive a report with the recall bulletin.

The Campaign Initiation Detail Report may contain customer names and addresses obtained from Motor Vehicle Registration Records. The use of such motor vehicle registration data for any purpose other than follow-up necessary to complete this recall is a violation of law in several states/provinces/countries. Accordingly, you are urged to limit the use of this report to the follow-up necessary to complete this recall.

#### PARTS INFORMATION

Air bag warning labels will be mailed to owners of record and involved dealers (for dealer stock vehicles) at no charge. Additional labels, if required, can be ordered through the DealerWorld website at [www.gmdealerworld.com](http://www.gmdealerworld.com), then click on the DWD Store link, or by calling 1-866-700-0001 and requesting labels for recall 04021; Canadian dealers should contact GM Canada's Recall Information Team by sending a fax with your request to 905-644-7846. **DO NOT ORDER THESE LABELS THROUGH GMSPO.**

#### SERVICE PROCEDURE

##### **Important**

To ensure proper adhesion of the label, the interior temperature of the vehicle must be at least 50°F (11°C).

1. Use a clean, dry cloth to dust/clean off the driver's sun visor.
2. Firmly hold the label and peel the protective liner from the backside of the label, being careful not to touch or contaminate the adhesive by allowing dirt or any foreign matter to come in contact with it.
3. Carefully align the new label to cover the old label and smooth down, especially around the edges. Apply pressure for approximately 3 to 5 seconds.
4. Repeat Steps 1 through 3 on the passenger's sun visor.

**CLAIM INFORMATION**

REPAIR PERFORMED	PART COUNT	PART NO.	PARTS ALLOW	CC-FC	LABOR OP	LABOR HOURS
Install Label on Both Sun Visors	N/A	N/A	N/A	MA-96	V1163	0.2*
Close Recall Only – Customer Installed Labels	N/A	N/A	N/A	MA-98	V1164	0.1

\* For Recall Administrative Allowance, add 0.1 hours to the "Labor Hours".

Refer to the General Motors WINS Claims Processing Manual for details on Product Recall Claim Submission.

**CUSTOMER NOTIFICATION**

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

**DEALER RECALL RESPONSIBILITY – For US**

The US National Traffic and Motor Vehicle Safety Act provides that each vehicle that is subject to a recall of this type must be adequately repaired within a reasonable time after the customer has tendered it for repair. A failure to repair within sixty days after tender of a vehicle is prima facie evidence of failure to repair within a reasonable time. If the condition is not adequately repaired within a reasonable time, the customer may be entitled to an identical or reasonably equivalent vehicle at no charge or to a refund of the purchase price less a reasonable allowance for depreciation. To avoid having to provide these burdensome remedies, every effort must be made to promptly schedule an appointment with each customer and to repair their vehicle as soon as possible. In the recall notification letters, customers are told how to contact the US National Highway Traffic Safety Administration if the recall is not completed within a reasonable time.

**This bulletin is notice to you that the new motor vehicles included in this recall may not comply with the standard identified above. Under Title 49, Section 30112 of the United States Code, it is illegal for a dealer to sell a new motor vehicle which the dealer knows does not comply with an applicable Federal Motor Vehicle Safety Standard. As a consequence, if you sell any of these motor vehicles without first performing the recall correction, your dealership may be subject to a civil penalty for each such sale.**

**DEALER RECALL RESPONSIBILITY – ALL**

All unsold new vehicles in dealers' possession and subject to this recall must be held and inspected/repaired per the service procedure of this recall bulletin before customers take possession of these vehicles.

Dealers are to service all vehicles subject to this recall 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. Recall 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 recall enters your vehicle inventory, or is in your dealership for service in the future, you must take the steps necessary to be sure the recall correction has been made before selling or releasing the vehicle.

---

Old 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. Use your dealer's advice for information on whether your vehicle may benefit from the information.



We Support  
Voluntary  
Technician  
Certification

June 2004

Dear General Motors Customer:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Federal regulation requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

**Reason For This Recall:** General Motors has decided that certain 2003 model year Chevrolet S10 pickup and S10 Crew Cab, GMC Sonoma pickup and Sonoma Crew Cab, and 2004 model year Chevrolet Blazer and S10 Crew Cab, and GMC Sonoma Crew Cab vehicles fail to conform to Federal/Canada Motor Vehicle Safety Standard 208, Occupant Crash Protection. These vehicles have an incorrect air bag warning label installed on one of the sun visors.

**What Will Be Done:** Although only one label is incorrect, a new air bag warning label will be installed on both sun visors, over the current air bag warning labels. Installing a new label on both sun visors will eliminate the possibility of installing the label on the wrong sun visor and will also keep the appearance of the labels consistent. Since the new labels can be easily installed and to reduce your inconvenience, the labels and installation instructions are included with this letter. If you desire, however, you may take the labels to your dealer for installation. This service will be performed for you at no charge.

**How Long Will The Repair Take?** This label installation will take approximately 15 minutes. However, due to service scheduling requirements, your dealer may need your vehicle for a longer period of time.

**Contacting Your Dealer:** If you would like the labels installed for you, we recommend that you contact your dealer as soon as possible to schedule an appointment. Instructions for installing the labels have been sent to your dealer. Should your dealer be unable to schedule a service date within a reasonable time, you should contact the appropriate Customer Assistance Center at the listed number below. The Customer Assistance Center's hours of operation are from 8:00 AM to 11:00 PM, EST, Monday through Friday.

Division	Number	Text Telephones (TTY)
Chevrolet	1-800-830-2438	1-800-833-2438
GMC	1-866-996-9463	1-800-462-8583
Puerto Rico – English	1-800-496-9992	
Puerto Rico – Español	1-800-496-9993	
Virgin Islands	1-800-496-9994	

If, after contacting the appropriate Customer Assistance Center, you are still not satisfied that we have done our best to remedy this condition without charge and within a reasonable time, you may wish to write the Administrator, National Highway Traffic Safety Administration, 400 Seventh Street, SW, Washington, DC 20590 or call 1-888-327-4236.

**Customer Reply Form:** The enclosed customer reply form identifies your vehicle. Presentation of this form to your dealer will assist in making the necessary correction in the shortest possible time. If you have installed the labels yourself or if you no longer own this vehicle, please let us know by completing the form and mailing it back to us.

**Recall Information Online:** More information about this recall (including answers to frequently asked questions) is available online at the Owner Center at My GMLink. This free online service offers vehicle and ownership related information and tools tailored to your specific vehicle. To join, visit [www.mygmlink.com](http://www.mygmlink.com), and enter your vehicle's 17-character vehicle identification number (VIN) shown on the enclosed form to get the most personalized information for your vehicle.

We are sorry to cause you this inconvenience; however, we have taken this action in the interest of your safety and continued satisfaction with our products.

General Motors Corporation

Enclosure  
04021

## Label Installation Instructions

**Important:** To ensure proper adhesion of the label, the interior temperature of the vehicle must be at least 50°F (11°C).

1. Use a clean, dry cloth to dust/clean off the driver's sun visor.
2. Firmly hold the label and peel the protective liner from the backside of the label, being careful not to touch or contaminate the adhesive by allowing dirt or any foreign matter to come in contact with it.
3. Carefully align the new label to cover the old label and smooth down, especially around the edges. Apply pressure for approximately 3 to 5 seconds.
4. Repeat Steps 1 through 3 on the passenger's sun visor.