



Recall Bulletin



PRODUCT SAFETY RECALL

SUBJECT: All Weather Floor Mats Used With Vinyl Floor

MODELS: 2014 Chevrolet Silverado
2014 GMC Sierra
Equipped with RPO VAV & BG9

This bulletin is being revised to correct the labor operation codes. Please discontinue use, and discard all copies of Safety Recall 14310.

CONDITION

General Motors has decided that a defect which relates to motor vehicle safety exists in **certain** 2014 model year Chevrolet Silverado and GMC Sierra model vehicles when equipped with All Weather Floor Mats (RPO VAV) used with Vinyl Floor (RPO BG9). Some 2014 Chevrolet Silverado LD and GMC Sierra LD pick-up trucks were ordered and sold with the All Weather Floor Mats option (VAV) with the vinyl flooring option (BG9). All vehicles built with the vinyl flooring option do not have retention features for floor mats on the driver's side of the vehicle. If the driver's floor mat were to move out of position, it could interfere with the accelerator pedal travel, which could increase the risk of a crash. All vehicles equipped with the All Weather floor mats and the vinyl flooring option, are equipped with a Brake Torque Mitigation software algorithm in the Engine Control Module (ECM) that will override the accelerator input allowing the vehicle to be safely slowed or stopped by pressing firmly and steadily on the brake pedal.

CORRECTION

Dealers are to physically obtain and purchase the all-weather floor mats back from the customer. Dealers are to issue a \$160 USD check to the customer of record as compensation for the loss of this option. Involved vehicles currently in dealer/retailer used car inventory are not eligible for a check. You are to also provide the customer with a revised Owner Manual page updating the information on floor mats found at the end of this bulletin.

VEHICLES INVOLVED

All involved vehicles are identified by Vehicle Identification Number on the Investigate Vehicle History screen in GM Global Warranty Management system. Dealership service personnel should always check this site to confirm vehicle involvement prior to beginning any required inspections and/or repairs. It is important to routinely use this tool to verify eligibility because not all similar vehicles may be involved regardless of description or option content.

For dealers with involved vehicles, a listing with involved vehicles containing the complete vehicle identification number, customer name, and address information has been prepared and will be provided to US and Canadian dealers through the GM GlobalConnect Recall Reports, Dealers will not have a report available if they have no involved vehicles currently assigned.

The listing 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.

PART INFORMATION

No parts are required for this bulletin.

WARRANTY TRANSACTION INFORMATION

Submit a transaction using the table below. All transactions should be submitted as a ZFAT transaction type, unless noted otherwise.

Labor Code	Description	Labor Time	Net Item
9100675*	Customer Refused Recall Repair	0.1	*
9100676**	Remove All Weather Floor Mats & Issue Check to Customer	0.2	\$160 USD

* This labor code will not close the recall. If the customer, or a new owner, decides at a later date to have the recall performed, perform the repair and submit the claim using the appropriate labor code.

** The amount identified in "Net Item" should represent the dollar amount reimbursed to the customer.

CUSTOMER NOTIFICATION – For US

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

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.

Supplement to the Silverado, Sierra, Tahoe and Suburban Owner Manuals

This information replaces the information located under "Floor Mats" found in Section 10 of your owner manual.

Floor Mats

 Warning
If a floor mat is the wrong size or is not properly installed, it can interfere with the pedals. Interference with the pedals can cause unintended acceleration and/or increased stopping distance which can cause a crash and injury. Make sure the floor mat does not interfere with the pedals.



Litho in U.S.A.
Part No. 2357022

Use the following guidelines for proper floor mat usage:

- The original equipment floor mats were designed for your vehicle. If the floor mats need replacing, it is recommended that GM certified floor mats be purchased. Non-GM floor mats may not fit properly and may interfere with the pedals. Always check that the floor mats do not interfere with the pedals.
- Do not use a floor mat if the vehicle is not equipped with a floor mat retainer on the driver side floor.
- Use the floor mat with the correct side up. Do not turn it over.
- Do not place anything on top of the driver side floor mat.
- Use only a single floor mat on the driver side.
- Do not place one floor mat on top of another.

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IMPORTANT SAFETY RECALL

August 2014

Dear General Motors Customer:

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act.

General Motors has decided that a defect, which relates to motor vehicle safety, exists in certain 2014 model year Chevrolet Silverado and GMC Sierra vehicles equipped with the All Weather Floor Mats option and with the vinyl flooring option. As a result, GM is conducting a safety recall. We apologize for this inconvenience. However, we are concerned about your safety and continued satisfaction with our products.

IMPORTANT

- This notice applies to your vehicle.
- Your vehicle is involved in GM safety recall 14310.
- Schedule an appointment with your GM dealer.
- This service will be performed for you at **no charge**.

Why is your vehicle being recalled?

Some 2014 Chevrolet Silverado LD and GMC Sierra LD pick-up trucks were ordered and sold with the All Weather Floor Mats option and with the vinyl flooring option. All vehicles built with the vinyl flooring option do not have retention features for floor mats on the driver's side of the vehicle. If the floor mats were to move out of position, they could interfere with the accelerator pedal travel, which could increase the risk of a crash. All vehicles equipped with the same floor mats and the vinyl flooring option, are equipped with a Brake Torque Mitigation software algorithm in the Engine Control Module that will override the accelerator input allowing the vehicle to be safely slowed or stopped by pressing firmly and steadily on the brake pedal.

What will we do?

Your GM Dealer will purchase the all-weather floor mats back from you. Dealers are to issue a \$160 USD check to the customer of record as compensation for the loss of this option.

What should you do?

You should contact your GM dealer to arrange a service appointment as soon as possible.

Do you have questions?

If you have questions or concerns that your dealer is unable to resolve, please contact the appropriate Customer Assistance Center at the number listed below.

Division	Number	Text Telephones (TTY)
Chevrolet	1-800-222-1020	1-800-833-2438
GMC	1-800-462-8782	1-888-889-2438

If after contacting your dealer and the Customer Assistance Center, you are still not satisfied 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, 1200 New Jersey Avenue, SE, Washington, DC 20590, or call the toll-free Vehicle Safety Hotline at 1.888.327.4236 (TTY 1.800.424.9153), or go to <http://www.safercar.gov>. The National Highway Traffic Safety Administration Campaign ID Number for this recall is 14V345.

Federal regulation requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

Jim Moloney
General Director,
Customer and Relationship Services

GM Recall #14310