

GM CUSTOMER CARE AND AFTERSALES
DCS3720
URGENT - DISTRIBUTE IMMEDIATELY

Date: July 23, 2015

Subject: Upcoming Safety Recall 15438
Front Passenger Airbag Inflator
South Florida Parts Allocation

Models: 2007-2008 Chevrolet Silverado 2500/3500 HD
2007-2008 GMC Sierra 2500/3500 HD

To: Select Chevrolet and GMC Dealers Located in Southern Florida

Attention: General Manager, Service Advisor, Service Manager, Parts and
Service Director, Parts Manager, Used Vehicle Sales Manager,
and Warranty Administrator

On May 28, 2015, GM notified dealers about an upcoming safety recall involving front passenger air bag inflator modules in all 2007-2008 model year Chevrolet Silverado and GMC Sierra 2500/3500 heavy duty pickup trucks. The GM recall number is 15438.

Several other carmakers are affected by similar Takata air bag issues; accordingly, replacement parts are extremely limited, and it may be some time before replacement parts are available for all affected vehicles. GM is working closely with the National Highway Traffic Safety Administration (NHTSA) and our suppliers to obtain parts for all affected vehicles.

GM will be receiving a limited number of replacement parts shortly, which will be allocated to certain Chevrolet and GMC dealers in southern Florida. These dealers were selected so that GM could recover additional inflator modules from customers in high-absolute humidity areas for further testing and analysis. **Your dealership is one of the 89 dealers selected to participate in this initial repair action.**

Attached to this message is a list of the involved vehicles that we have identified that require air bag module replacement. This list is sorted by dealer business associate code (BAC) for easy reference. The currently available supply of replacement inflator modules should only be used to repair the vehicles identified on the list. Parts ordering will be restricted to the 89 involved dealers and controlled by vehicle identification number. Vehicle eligibility can also be confirmed in the Global Warranty Management

system on the Investigate Vehicle History screen under Required Field Actions where a release date will be present and the status will show as “Open”.

Also attached to this message is a generic copy of the customer notification letter being sent to the involved customers. Each letter will be personalized prior to mailing. We anticipate mailing these letters on or before July 27, 2015. As an incentive to have this service performed as soon as possible, the letter contains the following statement:

“ In addition, when you bring your vehicle in for this recall repair, GM will fill your vehicle with fuel and provide a detailing service at no charge.”

Guidelines for providing these incentives are attached to this message along with instructions for parts ordering, performing the required repair, returning the suspect part and submitting a warranty transaction for payment.

Dealers will be notified when the next allocation of replacement inflator modules becomes available, which we estimate will occur in the second quarter of 2016. Any questions or concerns about this recall should be directed to your GM District Manager – Aftersales.

END OF MESSAGE
GM CUSTOMER CARE AND AFTERSALES