



Certified Service

Date: 6/13/2014

Ref. number: Service / Service Operations / G_0000193993

Subject: June Ignition Switch Recall Completion Initiative

To: Chevrolet, Buick, GMC and Cadillac Dealer Principals, Service Managers and Parts Managers

As we continue to ramp up ignition switch recall parts availability, it is imperative that dealers quickly schedule customers to have their vehicles repaired. To encourage and recognize dealership efforts to quickly and efficiently repair customer vehicles, we are announcing a GM Customer Care and Aftersales Ignition Switch Recall Completion initiative for Parts and Service Managers.

This initiative is focused specifically on the Ignition Switch Recall (Safety Bulletin Nos. 13454B, 14063B, 14092A, 14113C and 14133C). For the month of June, eligible Service Managers and Parts Managers have the opportunity to earn 500 earnPOWER points for achieving an ignition recall completion rate of 90% or greater. Eligible dealership teams also have an opportunity to earn an additional 4,000 earnPOWER regional points and/or an additional 10,000 earnPOWER national points. (See Program Rules for complete details.)

We appreciate your continued focus on understanding the urgency in repairing customer vehicles impacted by this recall. And, want to thank you for your continued passion to do what is right for our customers and retain them as loyal GM owners.

Message Attachment(s):

 [CCA Ignition Switch Recall Completion Initiative Rules 6 13 14 Final.pdf](#) Acrobat PDF (284.0KB)

 [06-13-14 Copy of this message G_0000193993 - June Ignition Switch Recall Completion Initiative.pdf](#) Acrobat PDF (12.33KB)

Contact name: Your District Manager Aftersales
(DMA) or District Manager Sales and
Aftersales Combined (DMC)

E-Mail:

Department: Customer Care & Aftersales WHO

Phone:

Intended roles: Dealer, Dealer Principal, Parts & Service Director, Parts Manager, Service Manager

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