



Certified Service

Date: 9/05/2014

Ref. number: Service / Service Operations / G_0000199680

Subject: Service Advisor Ignition Switch Recall Completion Initiative

To: Chevrolet, Buick, GMC and Cadillac Dealer Principals, Service Managers and Service Advisors (except those in the state of New Hampshire)


As ignition switch recall parts availability continues to improve, it is imperative that dealers continue efforts to complete the repair of affected customer vehicles. To encourage and recognize continued dealership efforts to quickly and efficiently repair customer vehicles, we are announcing a Certified Service Ignition Switch Recall Completion initiative for Service Advisors.

This initiative is focused specifically on the Ignition Switch Recall (13454, 14063, 14092, 14133 & 14113). Eligible Service Advisors have the opportunity to earn a spin valued at between \$150 and \$1000 earnPOWER points if their dealership achieves an ignition switch recall completion rate of 85% or greater for the program period. Please refer to the program rules for complete details.

We appreciate your continued focus on repairing customer vehicles impacted by this recall, and thank you for your continued passion to do what is right for our customers.

Message Attachment(s):

 [Certified Service September Recall Completion Initiative Rules.pdf](#) Acrobat PDF (104.8KB)

 [09-05-14 Copy of this message G_0000199680 - Service Advisor Ignition Switch Recall Completion Initiative - Chevy, Buick, GMC and Cadillac.pdf](#) Acrobat PDF (11.64KB)

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, Service Advisor, Service Manager

Archives: 10/05/2014

Expires: 9/05/2020