



Certified Service

Date: 10/29/2014

Ref. number: Service / Service Operations / G_0000203555

Subject: Ignition Switch Recall – Owner Communication With Offer

To: Chevrolet, Buick, GMC, and Cadillac Dealers

For your awareness, General Motors will be sending out a required recall notification to affected Cobalt, HHR, Sky, Solstice, ION and G5 owners who have not yet completed the Ignition Switch Recalls listed below:

1. 13454 Ignition Switch ('05-'07 Cobalt, G5, Pursuit)
2. 14063 Ignition Switch ('03-'07 HHR, Sky, Solstice, ION)
3. 14092 Ignition Switch ('08-'11 Cobalt, G5, HHR, Sky, Solstice)
4. 14113 Replace Ignition Lock Cylinder and Ignition Key
5. 14133 Replace Ignition Key

This Recall Communication will offer a \$25 gift card to the owner if they schedule an appointment at a dealership and have the repair completed by December 1, 2014. This offer is intended to motivate owners that have not had the repair completed to contact a dealership. This offer is available only to affected owners that had not completed the Ignition Switch Recall repair by October 23, 2014, and who are listed on the manifest list. No special dealer action is required to initiate the gift card fulfillment process to the customer—dealer submission of the regular labor operation associated with the recall will begin the process. It is extremely important however that dealers promptly submit these labor operations to make sure the gift card is promptly fulfilled for the customer.

Key Dates:

- Letters in home week of October 27th
- Vehicle owners have until December 1, 2014, to have their vehicle repaired.
- Vehicle owners will receive an invitation to select a gift card within 30 days after the dealership submits the warranty claim for the repair.

Creative:

- The main message to owners is that Ignition Switch Recall parts are now available, and they should contact a dealership to schedule an appointment to complete the repair. The communication will also remind owners that courtesy transportation options are available while their vehicle is being repaired. English and Spanish language is included in all creative.

Gift Card Eligibility:

- Ignition Switch Recall vehicle owners that have their vehicle repaired between October 23, 2014, and December 1, 2014.

Gift Card Process:

- Owner must have their vehicle repaired between October 23, 2014 and December 1, 2014.
- Each week, a data file of completed repairs will be provided to the gift card vendor.
- Owner will receive either a letter or email with a unique gift card code.
- Owner will then need to log onto: www.gmrewardscard.com/giftcards (site will be live on November 7, 2014) and enter their gift card code and PIN number. There will also be a toll-free number provided in a detailed FAQ document.
- Owner will select one of seven national retailers for their \$25 gift card (Amazon, AMC, Applebee's, Bass Pro Shops, Red Robin, Starbucks, Walmart).
- Owner will receive the \$25 gift card of their choice in the mail within 3-5 weeks after submitting their order.

Dealer Action Plan:

1. Access Manifest List:

- * **Manifest Name:** Ignition Recall \$25 Gift Card Offer
- * **Derived Fields:** Year, Make, Model, VIN, Email and Phone

2. Link to GMProgramInfo.com Readiness Guide

- * Download phone scripts and email follow-ups

3. Upon completing repair of the owner's vehicle, submit the claim via Global Warranty Management using the standard labor op code specified in the recall bulletin. Timely submission of the warranty claim will make the gift card process faster for the vehicle owner.

Dealership personnel may contact the Dealer Business Center (DBC) at 1-888-414-6322, Prompt 3, Prompt 1, with questions.

Message Attachment(s):

 [10-29-14 Copy of this message G_0000203555 - Ignition Switch Recall - Owner Communication with Offer.pdf](#) Acrobat PDF (18.92KB)

Contact name: Dealer Business Center (DBC)

E-Mail:

Department: Customer Care & Aftersales WHO

Phone: 1-888-414-6322, Prompt 3, Prompt 1

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

Archives: 11/29/2014

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