

GM mailed owner letters on March 7, 2014 thru March 10, 2014 for 13454 and on March 11, 2014 thru March 12, 2014 for 14063.

GM CUSTOMER CARE AND AFTERSALES
DCS3152
URGENT - DISTRIBUTE IMMEDIATELY

Date: March 4, 2014

Subject: Upcoming Safety Recalls 13454 and 14063
Ignition Switch Replacement
Customer Notification Letter Mailing

Models: 2005-2007 Chevrolet Cobalt
2006-2007 Chevrolet HHR
2005-2006 Pontiac Pursuit (Canada Only)
2006-2007 Pontiac Solstice
2007 Pontiac G5
2003-2007 Saturn Ion
2007 Saturn Sky

To: All General Motors Dealers

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

You were previously advised that General Motors will be implementing safety recalls that involve 2005-2007 model year (MY) Chevrolet Cobalt, 2006-2007 MY Chevrolet HHR, 2005-2006 MY Pontiac Pursuit, 2006-2007 MY Pontiac Solstice, 2007 MY Pontiac G5, 2003-2007 MY Saturn Ion, and 2007 MY Saturn Sky vehicles. There is a risk, under certain conditions, that the ignition switch may move out of the "run" position, resulting in a partial loss of electrical power and turning off the engine. This risk increases if the key ring is carrying added weight (such as more keys or the key fob) or the vehicle experiences rough road conditions or other jarring or impact related events. If the ignition switch is not in the run position, the air bags may not deploy if the vehicle is involved in a crash, increasing the risk of injury or fatality.

Until the recall repairs have been performed, customers should be advised that it is very important that they remove all items from their key rings, leaving only the vehicle key. The key fob (if applicable), should also be removed from the key

ring.

The GM recall numbers are 13454 and 14063. The total number of involved U.S. vehicles is approximately 1.3 million.

GM will begin notifying involved customers of their involvement in this safety recall beginning March 10, 2014 for 13454, and on March 14, 2014 for 14063. The notification letter will explain what the recall is about and what a customer should do until their vehicle is repaired. The letter will also inform customers that as parts become available, we will send them another letter asking them to contact their dealer to have this repair performed. A sample copy of the first notification letter is attached to this message. Actual owner letters will be owner and VIN specific.

Also attached is a Question & Answer document to assist you with any customer inquiries you may receive about this upcoming safety recall.

For situations where a customer may be concerned about operating their vehicle and is requesting alternate transportation, dealer service management is empowered to place the customer into a courtesy vehicle until parts are available to repair the vehicle. See bulletin 07-00-89-037 for courtesy transportation guidelines. Service management must document their approval for courtesy transportation by submitting their authorization via the Dealer Aftersales Empowerment Portal prior to the customer receiving the courtesy transportation vehicle. Utilize labor code 9100387 and provide a brief comment noting the customer's concern in the "additional comments" field, using 00 (unknown) for the estimated days of rental. Once the form is submitted, an email confirmation will be sent to your District Manager Aftersales. The Dealer Aftersales Empowerment Portal can be accessed under the Service Workbench on GlobalConnect. The first time you access the Dealer Aftersales Empowerment site, a registration page must be filled out with your first and last name and email address (it is recommended that you enter your dealership email addresses). The email address is very important as this is the address to which email notifications and confirmations will be sent.

For those customers who request that their vehicle be towed, dealer service management must contact Roadside Assistance to request towing on behalf of the customer under Safety Recall 13454 or 14063. Be certain to have the customer Vehicle Identification Number, contact information and vehicle pick up address to provide to Roadside Assistance.

Roadside Assistance can be contacted at 855-381-5826. This is a dedicated number which has been established just for this recall.

The GM Customer Assistance Center (CAC) may also contact your dealership regarding a customer who is concerned about operating their vehicle and is requesting alternate transportation or a tow. The CAC advisor will 'warm transfer' the customer to you for further handling. If the immediate transfer is not possible, the CAC advisor will provide you with all pertinent customer information and request that you follow-up with

the customer as quickly as possible. In this situation, dealer service management is also empowered to place the customer into a courtesy vehicle or facilitate a tow through Roadside Service.

In addition, to assist dealers in helping customers who are involved in this recall who request assistance, we are announcing a special cash allowance in the amount \$500 available when these customers purchase or lease a new 2013 / 2014 / 2015 model year Chevrolet, Buick, GMC or Cadillac. This allowance must be passed on to the eligible customer at the time of the transaction and is in addition to other national and regional offers. The allowance is not transferable and is intended to assist those customers who may want to trade out of their affected vehicle or buy a new GM product. GM will not market or solicit owners using this allowance. We ask that you not market to or solicit these customers either. This allowance is not a sales tool; it is to be used to help customers in need of assistance. The allowance is effective today. Please reference Program Number 14-40AAQ for details.

We expect to have parts to begin repairing vehicles by approximately April 7, 2014, at which time the recall bulletin will be released. The Investigate Vehicle History screen in the Global Warranty Management system will be updated on March 10, 2014. Please do not call GM Technical Assistance.

END OF MESSAGE
GM CUSTOMER CARE AND AFTERSALES

Nothing in this message is intended to constitute an electronic signature unless a specific statement to the contrary is included in this message.

Confidentiality Note: This message is intended only for the person or entity to which it is addressed. It may contain confidential and/or privileged material. Any review, transmission, dissemination or other use, or taking of any action in reliance upon this message by persons or entities other than the intended recipient is prohibited and may be unlawful. If you received this message in error, please contact the sender and delete it from your computer.