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[▶Back](#)[▶Save message](#) [▶Next](#)[▶Previous](#) **Customer Satisfaction**

Date: 11/28/2011

Ref. number: Service / Field Action / G\_0000099844

Subject: **NHTSA Investigation of Chevrolet Volt Vehicles**

GM CUSTOMER CARE AND AFTERSALES  
DCS2685  
URGENT - DISTRIBUTE IMMEDIATELY

Date: November 28, 2011  
Subject: NHTSA Investigation of Chevrolet Volt Vehicles  
Models: 2011-2012 Chevrolet Volt  
To: All Chevrolet Dealers  
Attention: General Manager, Service Manager, Parts Manager,  
New Vehicle Sales Manager, and Warranty Administrator

NHTSA has opened a preliminary evaluation of the Volt battery assemblies after NHTSA test results caused electrical fires up to three weeks after an initial vehicle New Car Assessment Program side pole crash test. GM is cooperating fully with NHTSA on this investigation.

The Volt is a safe car. It continues to have a 5-star overall vehicle occupant score for safety in NHTSA's New Car Assessment Program and was given a Top Safety Pick Award from the Insurance Institute for Highway Safety. It is as safe as conventional vehicles for its occupants - before, during, and immediately after a crash. However, when electrical energy is left in a battery after a severe crash, it can be similar to leaving gasoline in a leaking fuel tank after severe damage. It's important to drain the energy from the battery after a crash that compromises the battery's integrity. GM and NHTSA's focus and research continue to be on battery performance, handling, storage, and disposal after a crash.

GM will be contacting customers to explain the situation. A copy of the email/letter is attached to this message.

If a customer has concerns or is uncomfortable driving their Volt, they are to contact their Volt Advisor to arrange for a GM courtesy transportation vehicle until resolution of the issue. If they are not aware of their Volt Advisor, the contact information is 877-4-VOLT-INFO (877-486-5846) or VOLTda101@gmexpert.com. Dealers will be notified of process details in the near future.

To assist with possible inquiries from customers, a Q&A is attached to this message.

END OF MESSAGE  
GM CUSTOMER CARE AND AFTERSALES


## Message Attachment(s):

 Volt Customer Letter.pdf Acrobat PDF (33.51KB)

Volt Customer Letter

 Volt Q&A.pdf Acrobat PDF (89.02KB)

Volt Q&A

 Volt Press Release.pdf Acrobat PDF (86.39KB)

Volt Press Release


Contact name: Loren Rusk

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## Message View

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[▶Back](#)[▶Save message ▶Next](#) **Customer Satisfaction**

Date: 12/02/2011

Ref. number: Service / Field Action / G\_0000100190

Subject: **NHTSA Investigation of Chevrolet Volt Vehicles - Update - Program Details**

CHEVROLET VOLT MARKETING  
DCS2688  
URGENT - DISTRIBUTE IMMEDIATELY

Date: December 2, 2011

Subject: NHTSA Investigation of Chevrolet Volt Vehicles-  
Volt Owner Satisfaction Program (Program) Details

Models: 2011-2012 Chevrolet Volt

To: All Chevrolet Dealers

Attention: General Manager, Service Manager, Parts Manager,  
New Vehicle Sales Manager, and Warranty Administrator

This message is a follow up and an update to the Dealer message G\_0000099844sent on November 28, 2011

**From Previous Message:**

NHTSA has opened a preliminary evaluation of the Volt battery assemblies after NHTSA test results caused electrical fires up to three weeks after an initial vehicle New Car Assessment Program side pole crash test. GM is cooperating fully with NHTSA on this investigation.

The Volt is a safe car. It continues to have a 5-star overall vehicle occupant score for safety in NHTSA's New Car Assessment Program and was given a Top Safety Pick Award from the Insurance Institute for Highway Safety. When electrical energy is left in a battery after a severe crash, it can be similar to leaving gasoline in a leaking fuel tank after severe damage. Therefore, it is important to drain the energy from the battery after a crash that compromises the battery's integrity. GM and NHTSA's focus and research continue to be on battery performance, handling, storage, and disposal after a crash.

If a customer has concerns or is uncomfortable driving their Volt, they are to contact their Volt Advisor to arrange for a GM courtesy transportation vehicle. If the customer is not aware of their Volt Advisor, the contact information is 877-4-VOLT-INFO (877-486-5846) or VOLTda101@gmexpert.com. .

**New Information – Program Details on Courtesy Transportation Vehicle:**

As previously mentioned, after you have spent time with the customer explaining the above information, if they are still uncomfortable with their Volt, contact your Volt Advisor (number listed above) to arrange for a GM courtesy transportation vehicle (Courtesy Vehicle).

- **Customer Eligibility and Requirements**

- The customer must have taken delivery of their Volt on or before December 2, 2011.
- The intent of the program is to provide a replacement vehicle in lieu of the Volt for owners who are truly uncomfortable about driving their Volt. Therefore, customers should be asked to leave their Volt at the dealership while they use the Courtesy Vehicle.
- The customer must complete the rental agreement process for a Courtesy Vehicle, including, but not limited to:
  - Providing a major credit card (for rental agency file only)
  - Providing valid driver's license
  - Signing all the rental agreements
  - Accepting responsibility for property damage, loss, theft, or liability during the term of the rental. There is an option to purchase additional insurance (as with any rental)
  - Mileage limit – none
- The customer must agree to return the Courtesy Vehicle once the issue is resolved.

- A customer who has a Courtesy Vehicle is eligible to receive reimbursement for gasoline purchased for the Courtesy Vehicle, up to \$50/week. The customer will need to provide receipts to the dealer when they return the Courtesy Vehicle or at the end of the initial 30 day term to be reimbursed for gasoline.
- Since the duration of the Program is uncertain, we are starting with a 30 day initial term for the Courtesy Vehicle. It the program continues beyond the initial term, the customer will need to sign a new rental agreement (the customer can do this at the nearest Enterprise office or an Enterprise representative can go to the customer's preferred location).
- The customer may return the Courtesy Vehicle at any time prior to the end of the term.
- **Program Duration**
  - The duration of the Volt Owner Satisfaction Program is not tied to completion of the NHTSA investigation. GM reserves the rights to (1) determine when it is no longer appropriate to offer the Program, and (2) cancel or modify the Program at any time, for any reason, in its sole business judgment.
  - Once GM determines the issues have been resolved to its satisfaction, the Program will be terminated.
- **Dealer Responsibilities and Reimbursement**
  - The dealer must coordinate with the Volt Advisor (VA) and the rental company in order to provide a positive experience for the customer to build goodwill for the Volt Brand and the dealer.
  - Here is an overview of the typical process
    - Customer contacts the VA
    - VA explains Program and obtains customer's vehicle preferences
    - VA will collaborate with dealer to obtain vehicle for customer
    - Dealer makes arrangements with local vehicle provider including payment
    - VA schedules an appointment for customer to do exchange
    - If inconvenient, Enterprise can deliver the Courtesy Vehicle to customer
    - If there are any problems with procuring the preferred vehicle, dealer should contact Volt Advisor for assistance.
  - Enterprise is the preferred vehicle provider, but other sources may be used for the Courtesy Vehicle.
- The dealer must provide
  - Payment to the rental company.
  - Customer reimbursement for gas up to \$50 / week, based on submission of receipts, when the Courtesy Vehicle is returned or at the end of the initial 30 day term.
  - Secure storage for the customer's Volt during the Program as well as return of the Volt in clean condition, with a full charge of both batteries and a full tank of fuel.
- Dealer Reimbursement
  - The dealer may submit for reimbursement for its payment to the provider of the Courtesy Vehicle based on the Tier 1 or Tier 2 rates defined in the GM Courtesy Transportation Program as applicable for the Courtesy Vehicle.
  - Dealer may submit for gas reimbursement provided to the customer up to \$50/week. Customer's gas receipts must be attached to the Repair Order.
  - **The following Language is required on the Repair Order: "This vehicle is not undergoing repair, maintenance or any other service. The customer is electing to participate in a Volt customer satisfaction initiative. The vehicle remains available at any time to the customer"** Also, attach a copy of this Admin Message G\_0000100190 to the repair order.
  - If dealer needs to transport customer's Volt from and to the customer, dealer may apply for payment (see Dealer Empowerment Bulletin)
  - Dealer may submit for the preparation for the return of the customer's Volt.

Labor Code	Description	Labor Time	Net Item
T5846	Courtesy Transportation	0.1	*
T5847	Reimbursement of Customer Paid Gas	0.2	**
T5848	Charge Batteries, Clean Vehicle & Fill Tank, if applicable	0.4	***

\* Submit courtesy transportation in the Rental field.  
 \*\* Submit the cost of customer paid gas in the Misc field.  
 \*\*\* Submit the cost to fill the fuel tank in the Misc field.

- **Vehicle Selection**
  - Customer may select any available GM vehicle up to the applicable premium rate (category 4) in the applicable market.
    - Tier 1 rate- \$38/day All models except Cadillac, Tier 2 rate - \$47/day Cadillac (premium) - \$5 surcharge in NE high cost market
    - The Volt customer is a premium buyer, who is often new to GM and unfamiliar with our other great products. The Courtesy Vehicle provided should be one that is recently introduced, well equipped and have low mileage.

- Volt customers are not to be placed into the following vehicles (unless requested): Sonic LS, Aveo, Impala, Cobalt, Cruze LS, Lucerne, HHR,
- Note: Vehicle selection requires advisor approval to ensure payment

- **Exceptions**

- Any deviations to the above policy, must be approved through Volt Advisor leadership team

END OF MESSAGE  
CHEVROLET VOLT MARKETING

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Contact name: Dick Trost

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Department: Chevrolet Volt Marketing

Phone: 586-492-4426

Intended roles: Dealer Principal, Parts Manager, Warranty Administrator, Service Manager, New Vehicle Sales Manager, General Manager, Dealer

Archives: 06/02/2012

Expires: 12/02/2012