

GENERAL MOTORS
DCS7552
URGENT - DISTRIBUTE IMMEDIATELY

Date: August 13, 2026

Subject: N262558680 - Customer Satisfaction Program
3rd Row Head Restraints

Models: 2024 Chevrolet Traverse
2024 GMC Acadia

General Motors is releasing Customer Satisfaction Program N262558680 today.

This is a phased launch.

Investigate Vehicle History (IVH) in the GM Global Warranty Management system MUST always be checked to confirm vehicle involvement and MUST be in OPEN status prior to beginning any required inspections and/or repairs. DO NOT use Service Information with VIN search, as it will not verify the VIN eligibility for field actions.

What Should Dealers Do: Dealers should review IVH, or the Dealer Maxis reports for open VINs in their inventory. Dealers can view the attached bulletin, and it will also be displayed in Service Information tomorrow.

A Stock VIN list is not included as our records show there are no vehicles in dealer new inventory or in-transit.

For dealers with involved vehicles, a listing has been prepared and will be available through GM Global Connect Maxis Field Action Reports or GWM Field Action Batch Search Report. The Inventory tab of the dealer reports will contain VINs that apply to this field action. This information is intended to assist dealers with the **PROMPT COMPLETION** of these vehicles. The Customer In-Service tab will contain customer names and addresses from Motor Vehicle Registration Records. The use of such motor vehicle registration data for any purpose other than follow-up necessary to complete this field action may be a violation of law in several states.

END OF MESSAGE

Customer Satisfaction Program

N262558680 3rd Row Head Restraints



Release Date: August 2026

Update: 00

Attention: This is a phased launch.

Investigate Vehicle History (IVH) in the GM Global Warranty Management system **MUST** always be checked to confirm vehicle involvement and **MUST** be in OPEN status prior to beginning any required inspections and/or repairs. **DO NOT** use Service Information with VIN search, as it will not verify the VIN eligibility for field actions.

This program is in effect until September 30, 2028.

Make	Model	Model Year	
		From	To
Chevrolet	Traverse	2024	2024
GMC	Acadia	2024	2024

Investigate Vehicle History (IVH) in the GM Global Warranty Management system **MUST** always be checked to confirm vehicle involvement and **MUST** be in OPEN status prior to beginning any required inspections and/or repairs. **DO NOT** use Service Information with VIN search, as it will not verify the VIN eligibility for field actions.

Condition	Certain vehicles listed above may have a condition in which the 3 rd row head restraints may not lock in the upright position, or may not release from the upright position.
Correction	Dealers will replace the 3 rd row head restraints.

Parts

Quantity	Part Name	Part No.
2	3 rd Row Seat Head Restraint	*

Important: As you perform the following service procedure make sure you properly replace any/all of the single use parts per Service Information (SI). Reference GM Parts Connect in accordance with the vehicle VIN for proper part number applications.

Note: * Use the VIN and GM Parts Connect to determine which 3rd Row Head Restraints to order.

Reminder: Parts may be removed from SPRINT and Retail Inventory Management (RIM) and be non-returnable. Dealers should review the affected parts to confirm RIM managed status. Parts may have quantity limiters in effect. **Due to the limited initial parts availability, dealers are encouraged not to order these parts for use as shelf stock.**

Warranty Information

Labor Operation	Description	Labor Time	Trans. Type	Net Item
9108524	Replace Both 3 rd Row Seat Head Restraints	0.8	ZFAT	N/A
9108525	Customer Reimbursement Approved - For USA and Canada dealers only - For Export dealers only	N/A 0.2	ZFAT	*
9108526	Customer Reimbursement Denied – For USA dealers only	N/A	ZFAT	**

Note: To avoid having to “H” route the customer reimbursement transaction for wholesale approval, it must be submitted prior to the repair transaction.

* For USA & Canada: Submit the dollar amount reimbursed to the Customer in Net/Reimbursement. Submit \$20.00 USD (\$25.00 CAD) administrative allowance in Net/Admin Allowance.

For Export: Submit the dollar amount reimbursed to the Customer in Net/Reimbursement.

** Submit \$10.00 administrative allowance in Net/Admin Allowance.

Service Procedure

Important: As you perform the following service procedure make sure you properly replace any/all of the single use parts per Service Information (SI). Reference GM Parts Connect in accordance with the vehicle VIN for proper part number applications.

Replace **BOTH** 3rd Row Seat Head Restraints. Refer to *3rd Row Seat Head Restraint Replacement* in SI.

Customer Satisfaction Program

N262558680 3rd Row Head Restraints



Dealer Responsibility

All new, used, GM Certified Pre-Owned (CPO), courtesy transportation vehicles, dealer shuttle vehicles, CarBravo, etc. in dealers' possession and subject to this field action must be held and inspected/repaired per the service procedure of this bulletin before customers take possession of these vehicles. Involved vehicles must be held and not delivered to customers, dealer-traded, released to auction, used for demonstration, or any other purpose.

All GM Certified Pre-Owned (CPO) vehicles currently in the dealers' inventory within the SHIFT Digital system will be de-certified and must be held and remedied per the service procedure in this bulletin. Upon submitting an accepted/paid warranty transaction in the Global Warranty Management (GWM) system, the vehicle can be re-certified for sale within the SHIFT Digital system, or once again be used in the Courtesy Transportation Program.

Dealers are to service all vehicles subject to this program at no charge to customers, regardless of mileage, age of vehicle, or ownership, through the end date as noted in the Attention box. Customers who have recently purchased vehicles sold from your vehicle inventory, and for which there is no customer information indicated on the involved vehicle listing, are to be contacted by the dealer. Arrangements are to be made to make the required correction according to the instructions contained in this bulletin. A copy of the customer letter is provided in this bulletin for your use in contacting customers. Program follow-up cards should not be used for this purpose, since the customer may not as yet have received the notification letter.

In summary, whenever a vehicle subject to this program enters your vehicle inventory or is in your facility for service through the end date as noted in the Attention box, you must take the steps necessary to be sure the program correction has been made before selling or releasing the vehicle.

Dealer Reports – For USA

For dealers with involved vehicles, a listing has been prepared and will be available through GM Global Connect Maxis Field Action Reports or GWM Field Action Batch Search Report. The Inventory tab of the dealer reports will contain VINs that apply to this field action. This information is intended to assist dealers with the **PROMPT COMPLETION** of these vehicles. The Customer In-Service tab will contain customer names and addresses from Motor Vehicle Registration Records. The use of such motor vehicle registration data for any purpose other than follow-up necessary to complete this field action may be a violation of law in several states.

Courtesy Transportation

USA - For repairs covered under this Field Action, Courtesy Transportation can be made available **ONLY** if the customer/vehicle qualify for Courtesy Transportation per Bulletin 07-00-89-037.

Canada - Courtesy transportation is available for customers whose vehicles are involved in a product program and still within the warranty coverage period. See General Motors Service Policies and Procedures Manual for courtesy transportation program details. Refer to the most current Home Office Letter (YYYY-604) on the Courtesy Transportation Program for details.

Customer Notification

USA & Canada - General Motors will notify customers of this program on their vehicle (see copy of sample customer letter included with this bulletin).

Export - Letters will be sent to known owners of record located within areas covered by the US National Traffic and Motor Vehicle Safety Act. For owners outside these areas, dealers should notify customers using the attached sample letter.

Customer Reimbursement

Customer requests for reimbursement of previously paid repairs to correct the condition described in this bulletin are to be submitted to the dealer within one year of the date on the customer letter. See General Motors Service Policies and Procedures Manual (USA & Canada) or local Policies and Procedures, for details.

GM bulletins are intended for use by professional technicians, NOT a "do-it-yourselfer". They are written to inform these technicians of conditions that may occur on some vehicles, or to provide information that could assist in the proper service of a vehicle. Properly trained technicians have the tools, equipment, safety instructions, and know-how to do a job properly and safely. If a condition is described, **DO NOT** assume that the bulletin applies to your vehicle, or that your vehicle will have that condition. See your dealer for information on whether your vehicle may benefit from the information.



**We Support
Voluntary Technician
Certification**

Customer Satisfaction Program

N262558680 3rd Row Head Restraints



This notice applies to your vehicle, **VIN:** _____

Dear General Motors Customer:

We have learned that your GM vehicle may have a condition in which the 3rd row head restraints may not lock in the upright position, or may not release from the upright position.

Your satisfaction with your vehicle is very important to us, so we are announcing a program to prevent this condition or, if it has occurred, to fix it.

What We Will Do: Your GM dealer will replace the 3rd row head restraints. This service will be performed for you at **no charge until September 30, 2028**. After that, any applicable warranty will apply.

What You Should Do: To limit any possible inconvenience, we recommend that you contact your dealer as soon as possible to schedule an appointment for this repair. By scheduling an appointment, your dealer can ensure that the necessary parts will be available on your scheduled appointment date.

Reimbursement: Even though you may have previously had repairs for this condition, you will still need to take your vehicle to your dealer for additional repairs. If you have already paid for repairs for the condition described in this letter, **and those repairs were completed prior to this mailing**, please complete the enclosed reimbursement form and present it to your dealer with all required documents. Working with your dealer will expedite your request, however, if this is not convenient, you may mail the completed reimbursement form and all required documents to Reimbursement Department, PO Box 33170, Detroit, MI 48232-5170. The completed form and required documents must be presented to your dealer or received by the Reimbursement Department within 1 year from the date on this letter, unless state law specifies a longer reimbursement period.

You may schedule your vehicle for repair using the QR code below. For more information about your vehicle, or if you have questions or concerns that your dealer is unable to resolve, please visit gm.com/service. You can also use your preferred voice assistant (for example, "Please go to GM.com"), or call the Buick, Chevrolet or GMC Customer Assistance Center at 1-866-467-9700. For Cadillac, please call 1-800-333-4223.

For the hearing or speech impaired, please contact our Customer Assistance Center using the Telecommunication Relay Service by dialing 711 then providing the appropriate Customer Assistance Center number for your vehicle.

We truly appreciate you taking the time to remedy your vehicle as we know your time is valuable. We want you to know that we will do our best, throughout your ownership experience, to ensure that your GM vehicle provides you many miles of enjoyable driving.

Neelie O'Connor
Global Executive Director
Customer Experience Operations

Enclosure
N262558680