



Safety Recall Campaign 018G: Starter Assembly – Retailer Best Practice

February 15, 2024

Document Topic	Date
<ul style="list-style-type: none">Remedy Not Available	02/15/2024

IMPORTANT: As required by federal law, retailers must not deliver new vehicles for sale or for lease to guests until all open recalls have been performed. Retailers must perform all open recalls on used vehicles, demo, and rental vehicles prior to placing them into guest use and whenever an affected vehicle is in the shop for any maintenance or repair.

To check vehicle specific recall applicability, access the “Vehicle Information” screen via WebDCS.

Recall Description

The starter solenoid in the subject vehicles could be contaminated with water if operated in abnormally wet conditions, such as a flooded road. Moisture contamination within the starter solenoid could cause an electrical short over time. An electrical short could result in significant overcurrent increasing the risk of an engine compartment fire while parked or driving.

Applicable Vehicles (Certain)

- 2017-19MY Genesis G80 (DH) produced 03/17/2016 – 01/04/2019
- 2017-19MY Genesis G90 (HI) produced 06/13/2016 – 01/22/2019
- 2019MY Genesis G70 (IK) produced 05/02/2018 – 01/26/2019

IMPORTANT NOTICE: Owners can continue driving these vehicles, however, Genesis recommends owners to park their vehicles outside and away from structures until the recall remedy is completed.

Remedy Information

This remedy is currently under development and additional information will be provided once it has been developed for release by GMA.

Recommended Alternative Transportation:

A Courtesy Vehicle Program (CVP) vehicle or Service Valet should be provided to guests at the guest’s request.

- Please note that the Service Valet is available to the original owner for 3/36 ONLY.
- A CVP vehicle can be offered if vehicle is within or outside of 3/36.
- A Service Valet or CVP may also be required based on the repair procedure duration/wait and any other additional work on the vehicle that may need to be addressed during the guest’s visit.

Warranty Information:

Warranty information will be updated once remedy has been released by GMA.

Parts Information:

Parts, if applicable, will be provided once a remedy has been released by GMA.



Additional Training & Resources

Remedy is currently under development. Applicable training courses related to this recall, if applicable, will be provided once a remedy has been released by GMA.

Sample Guest Talk Tracks:

1. *“If you experience any concern(s) related to the performance of your vehicle such as an inability or difficulty to start the engine, please have your vehicle towed to the nearest Genesis retailer and do not attempt to drive the vehicle until a remedy has been applied.”*
2. *“During your visit today, I checked your vehicle for any open campaigns or recalls and found that your vehicle has an open recall without an available remedy. The recall states that it is a condition relating to the starter solenoid which could become contaminated if operated in abnormally wet conditions that may result in a in an electrical short, increasing the risk of engine compartment fire while parked or driving. Once a remedy is available, Genesis will notify you via First Class mail advising you to bring your vehicle to a Genesis retailer to have it applied at no cost to you.”*

Best Practice Checklist:



Reservation: Did you check WebDCS for additional campaigns or recalls?

- Yes
- No – Please ensure all open campaign(s)/recall(s) are identified & completed by the retailer.



Reception: Did you offer the guest Alternative Transportation?

- Yes
- No** – Guest should be offered if they feel uncomfortable in the operation of his/her vehicle prior to the remedy being completed on his/her vehicle. In addition, Courtesy vehicle or Service Valet may be needed based on the recall procedure duration and any other additional work on the vehicle that may need to be addressed during the guest’s visit.

Guest FAQ:

Q1: What is the issue?

A1: The starter solenoid in the subject vehicles could be contaminated with water if operated in abnormally wet conditions, such as a flooded road. Moisture contamination within the starter solenoid could cause an electrical short over time.

Q2: What are the affected vehicles?

A2: Affected vehicles include the following:

- 2017-19MY Genesis G80 (DH) produced 03/17/2016 – 01/04/2019
- 2017-19MY Genesis G90 (HI) produced 06/13/2016 – 01/22/2019
- 2019MY Genesis G70 (IK) produced 05/02/2018 – 01/26/2019

Q3: What is the safety concern?

A3: An electrical short could result in significant overcurrent increasing the risk of an engine compartment fire while parked or driving.

Q4: Have there been any accidents or injuries?

A4: As of the filing to NHTSA on February 13, 2024, there are no crashes, injuries, or fatalities attributable to this condition in the U.S. or Canada. To date, there are twelve (12) unique thermal incidents isolated to the starter assembly in the U.S.



Q5: Will a Retailer Stop Sale or Port Hold be issued?

A5: No, as the involved vehicles are no longer in factory production or offered for retail sale.

Q6: What will be done (planned remedy) during the recall service at the retailer?

A6: Owners can continue driving these vehicles; however, Genesis recommends parking their vehicles outside and away from structures until the recall remedy is completed. All owners of the subject vehicles will be notified by first class mail with instructions to bring their vehicles to a Genesis retailer to install a relay kit in the engine junction box. This remedy will be offered at no cost to owners for all affected vehicles, regardless of whether the affected vehicles are still covered under Genesis's New Vehicle Limited Warranty. Additionally, Genesis will provide owners of affected vehicles reimbursement for out-of-pocket expenses incurred to obtain a remedy for the recall condition in accordance with the reimbursement plan submitted to NHTSA on February 24, 2022.

Q7: When will owners be notified?

A7: Owners of the subject vehicles will be notified via First Class mail in mid-April 2024.

Contact Reference:

Please see the list below for commonly referred to contacts. Thank you for your prompt attention to this important safety matter and continued commitment to Genesis guests.



Key Contact Information		
Retailer Support	Contact Information	Description
Parts	1-844-436-6455 www.GenesisDealerUSA.com Parts > Mobis Parts Portal	Parts ordering hotline for retailers
Techline	1-800-325-6604	Vehicle Technical Support for Genesis
WarrantyHELPLine	1-877-446-2922 warranty@gma.com	Warranty Claim questions for Genesis Retailers
Warranty Prior Approval (PA) Center	1-844-371-3808 pa@gma.com	Warranty Prior Approval (PA) Center for Genesis Retailers
Service Lane Technology (SLT) Xtime / AutoLoop / CDK	Support@xtime.com / 1-866-984-6355 support@autoloop.com / 1-877-850-2010	Assistance with SLT Appointment: • Appointment / Shop Capacity Management / Campaign Integration / OperationCodes
Customer Support	Contact Information	Description
Genesis Customer Care	1-844-340-9741 customer care@gm.com motorsusa.com	For Genesis Customer Care, Connected Services and Roadside Assistance
Genesis Recall / Campaign Website	www.genesis.com/us/recall	Updated information for customers related to recall and service campaigns
Genesis Roadside Assistance	1-844-340-9742	Genesis Roadside Assistance
Key Reference Information		
Name	Source	
Service Valet Appointment Scheduling	www.GenesisdealerUSA.com > Resources > Document Library > Services > Service Valet > Xtime Service Valet Settings Guide	
Car Care Scheduling (Xtime) - Recall Appointment Notification	<ol style="list-style-type: none"> 1. Log into Xtime 2. Under the menu at the top left, select 'CONFIGURE' 3. Under the dealership tab, click "EMAIL COMMUNICATION" 4. Slide the toggle to "ADVANCED" 5. Populate as many e-mails as desired in the "PARTS DESK" 	
Parts – Campaign Parts Management (CPM) Procedure	As applicable; www.GenesisdealerUSA.com > Resources > Documents Library > Parts > Campaign Parts Management	
Courtesy Vehicle (CVP) Program	www.GenesisdealerUSA.com > Service tab > CVP Fleet Management	
Technical Service Bulletin (TSB)	www.GenesisdealerUSA.com > Service tab > Tech Info	
Uncompleted Campaign VIN Listing	A listing of vehicles is located on WEBDCS > SERVICE tab > select UNCOMPLETED CAMPAIGN VIN LISTING – Dealer Stock (New, SRC, CPO, etc.) and Retailed.	
Recall / Campaign Website	www.genesis.com/us/recall	
NHTSA Website	www.safercar.gov	