

Body Emblem Package Installation

[Installation Instructions Part Number](#)

85667049

Kit Contents

Qty	Description
1	Nameplate (Grille) – “AT4” (if equipped)
1	Nameplate LH (Door) – “AT4” (if equipped)
1	Nameplate RH (Door) – “AT4” (if equipped)
1	Nameplate LH (Door) – “Sierra EV” (if equipped)
1	Nameplate RH (Door) – “Sierra EV” (if equipped)
1	Nameplate LH (Door) – “Denali” (if equipped)
1	Nameplate RH (Door) – “Denali” (if equipped)
1	Nameplate (Endgate) – “AT4” (if equipped)
1	Nameplate (Endgate) – “Sierra EV”
1	Nameplate (Endgate) – “Denali” (if equipped)
1	Nameplate (Endgate) – “Elevation” (if equipped)
1	Installation Instructions

Tools Required

Masking Tape

Rubber Roller

Scissors

Plastic Flat-Bladed Tool

Isopropyl Alcohol Solution

Lint Free Cloth

Before you start

Note: Do not wash vehicle for 24 hours after installation of emblem/name plate.

Note: For the nameplate to adhere best, the vehicle’s mating surface (doors, front grille, endgate, etc.) should be free of damage (dents, scratches, creases, fractures, etc.).



Caution: Do not use heat gun/hair dryer or apply excessive heat to the emblem/nameplate as this may damage the paint and surrounding panel surfaces during removal.



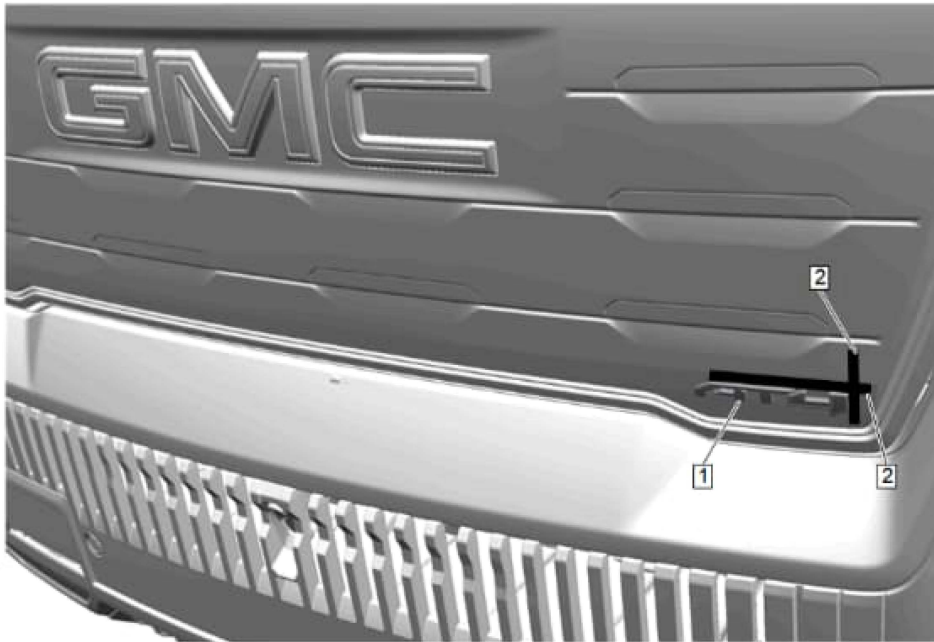
Caution: Use a plastic, flat-bladed tool to prevent paint damage when removing an emblem/nameplate. Do not use fishing line to remove nameplate as this may worsen the tape residue cleaning process. Use Isopropyl Alcohol and Lint Free Cloth to remove tape residue. Heavy foam/adhesive residue remaining on the painted surface can be removed using 3M's Scotch-Brite™ Molding Adhesive and Stripe Removal 4-inch Foam Disc. DO NOT use hard Stripe off wheel.

Caution: Only install nameplates as a direct replacement of the existing vehicle content.

1. The part and surface should be 21°C (70°F) prior to installation. The vehicle should remain 21°C (70°F) for one hour after assembly to allow adhesive to develop sufficient bond strength.
2. Wash the vehicle mating surfaces (Door, Grille or Endgate) with a non-petroleum based cleaning product. If a stronger cleaner is required to remove any contaminants, use 3M® general purpose Adhesive Cleaner (P/N 08984). Then, thoroughly dry with a soft clean cloth.

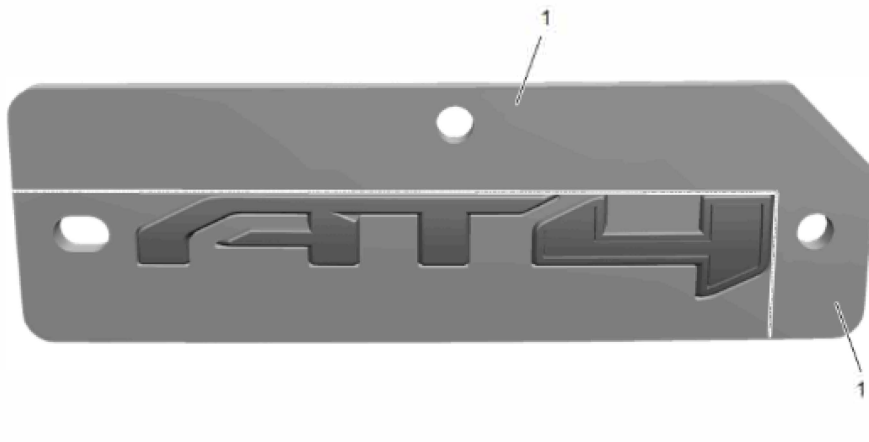
Procedure

Grille Nameplate (AT4)

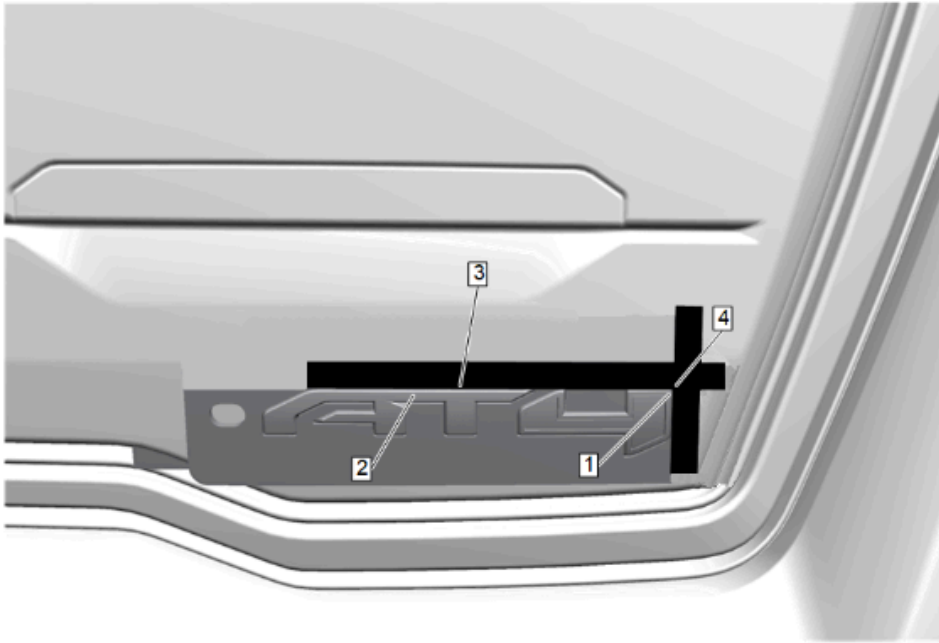


1. Apply masking tape (2) around the existing nameplate to be replaced. These will be the locating features for the new accessory nameplate.
2. Use a plastic flat-bladed tool to remove the nameplate (1).
3. Clean and prep surface completely using an Isopropyl Alcohol Solution with a lint free cloth and allow to dry completely before installation.

© 2025 General Motors. All rights reserved.



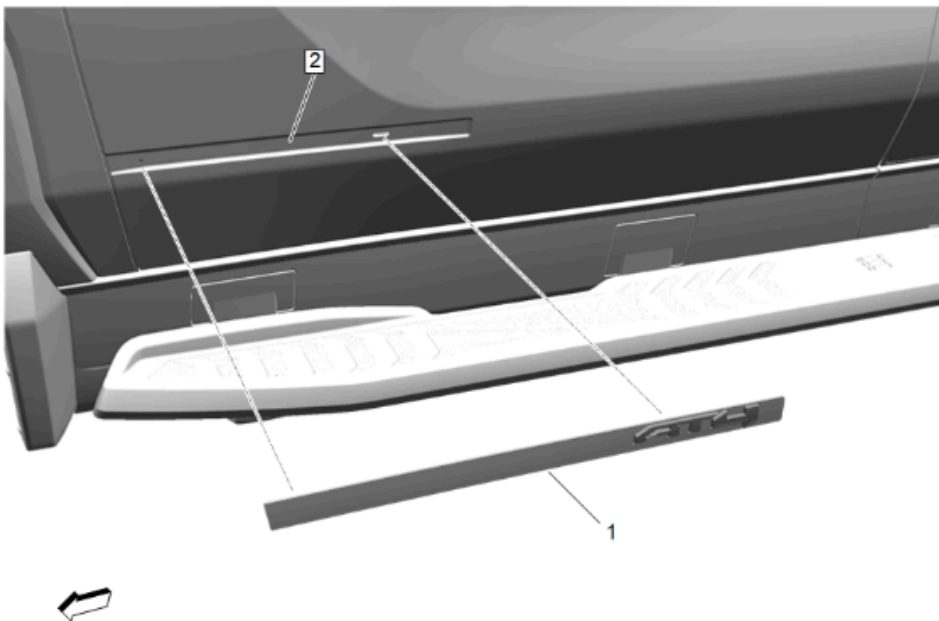
4. Carefully cut out area (1) as shown in the foam carrier without damaging or misaligning any of the letters. The cut will provide reference to help align the top of the letters to the tape.
5. Take the nameplate and peel the protective liner from the adhesive backing on the rear of the nameplate. Be careful not to touch the tape with hands and do not allow the tape to come into contact with dirt or any foreign matter prior to adhesion.



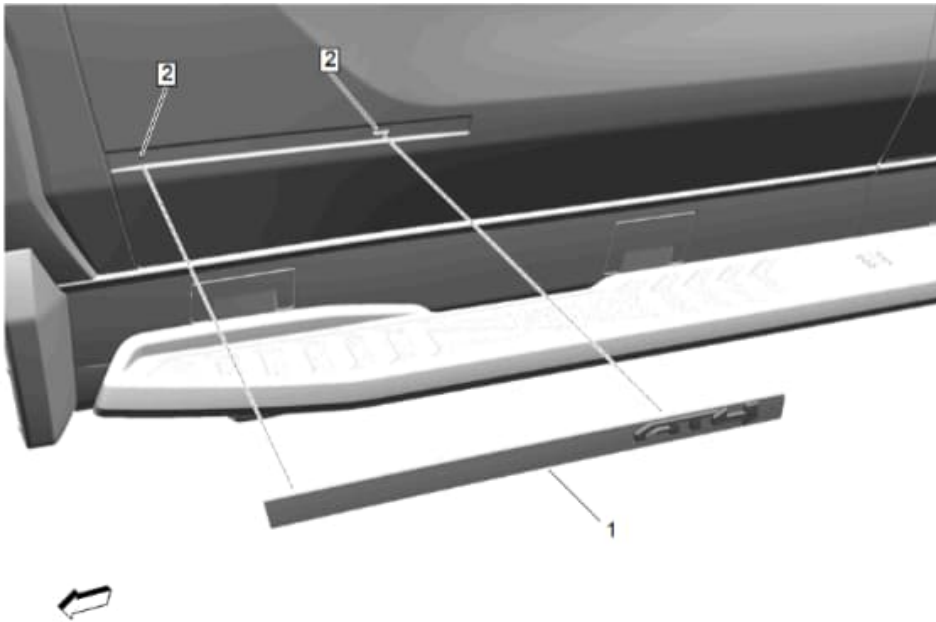
Note: Make sure the foam carrier and nameplate stay together during installation.

6. **IMPORTANT:** The adhesive will bond quickly to the paint. In the event that the nameplate should be mis-aligned after installation, do not attempt to remove the nameplate as this will cause paint damage. To avoid mis-alignment, do not drop the nameplate into place. Instead, first align the corner edges of the "4" (1) of the nameplate in foam carrier to the corner of masking tape (4). Then, toggle the "AT" (2) with foam carrier into bottom of tape (3).
7. Using the palm of the hand or an applicable roller, push the nameplate to the mating surface with approximately 10 lbs of pressure to ensure full adhesion of the nameplate.
8. Remove the foam carrier and the protective liner from the front of the nameplate.
9. Remove masking tape.

Door Nameplate (AT4)

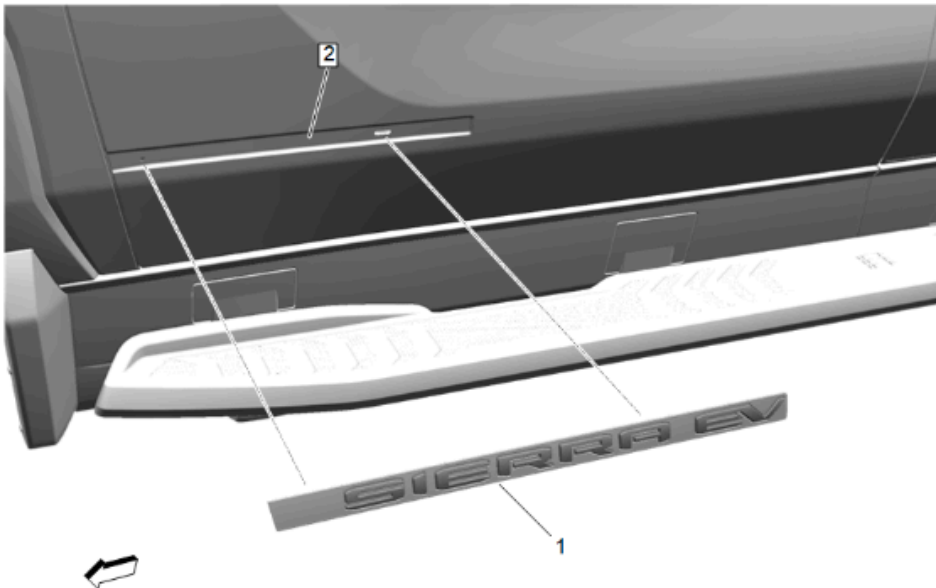


1. Use a plastic flat-bladed tool to remove the nameplate (1) from the door (2).
2. Clean and prep surface completely using an Isopropyl Alcohol Solution with a lint free cloth and allow to dry completely before installation.

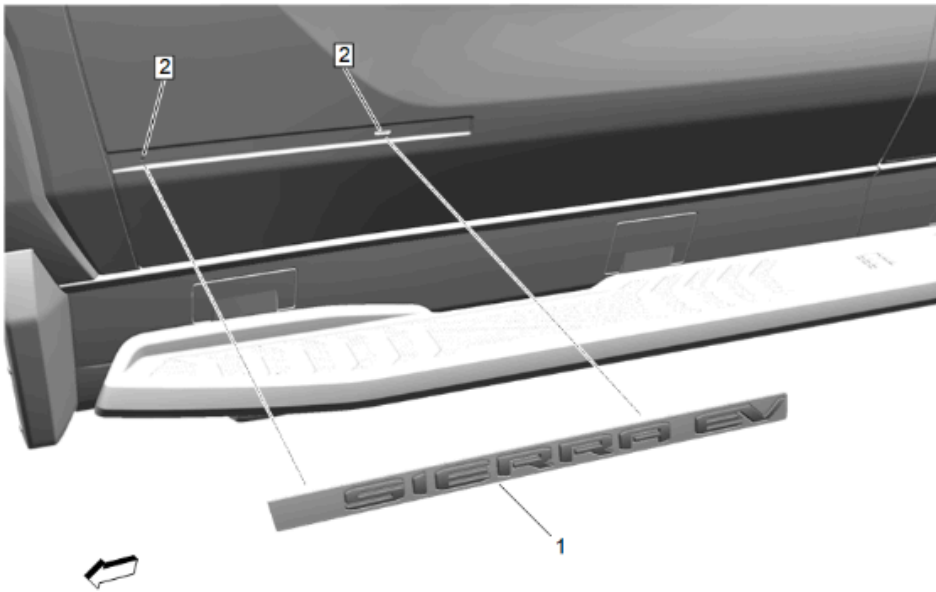


3. Take the nameplate and peel the protective liner from the adhesive backing on the rear of the nameplate. Be careful not to touch the tape with hands and do not allow the tape to come into contact with dirt or any foreign matter prior to adhesion.
4. **IMPORTANT:** The adhesive will bond quickly to the paint. In the event that the nameplate should be mis-aligned after installation, do not attempt to remove the nameplate as this will cause paint damage. To avoid mis-alignment, do not drop the nameplate into place. Instead, first align the guide pins of the nameplate (1) to the guide pin holes (2) in the door.
5. Using the palm of the hand or an applicable roller, push the nameplate to the mating surface with approximately 10 lbs of pressure to ensure full adhesion of the nameplate.
6. Repeat steps for opposite side.

Door Nameplate (Sierra EV)

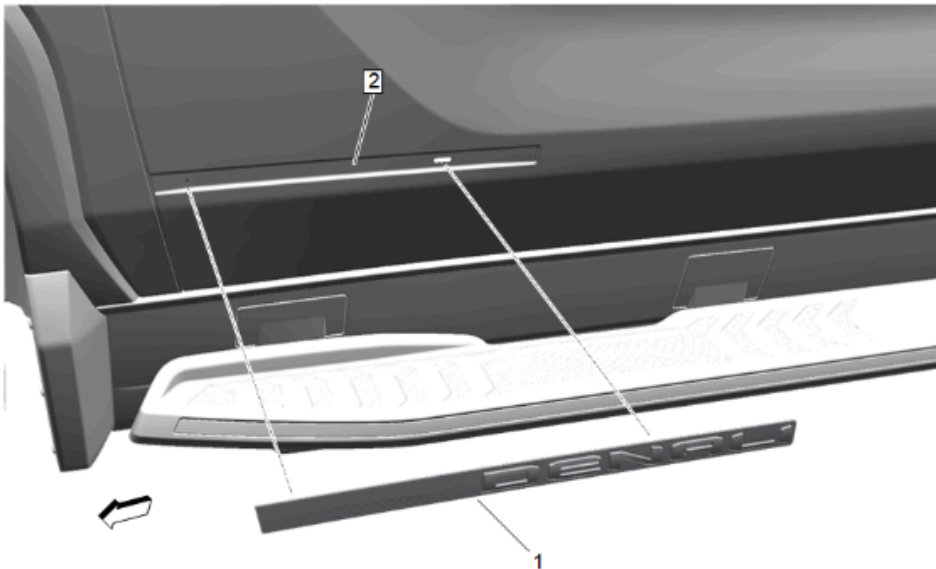


1. Use a plastic flat-bladed tool to remove the nameplate (1) from the door (2).
2. Clean and prep surface completely using an Isopropyl Alcohol Solution with a lint free cloth and allow to dry completely before installation.

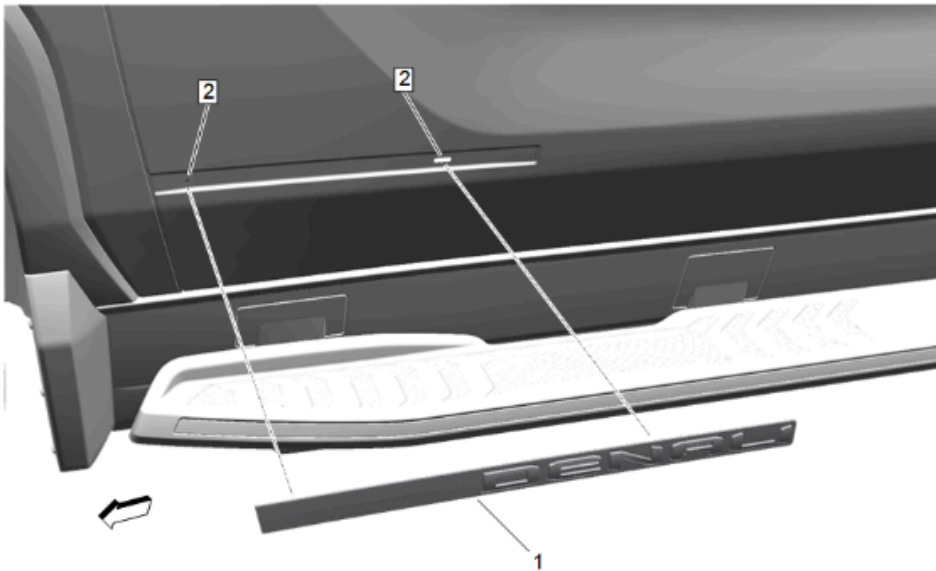


3. Take the nameplate and peel the protective liner from the adhesive backing on the rear of the nameplate. Be careful not to touch the tape with hands and do not allow the tape to come into contact with dirt or any foreign matter prior to adhesion.
4. **IMPORTANT:** The adhesive will bond quickly to the paint. In the event that the nameplate should be mis-aligned after installation, do not attempt to remove the nameplate as this will cause paint damage. To avoid mis-alignment, do not drop the nameplate into place. Instead, first align the guide pins of the nameplate (1) to the guide pin holes (2) in the door.
5. Using the palm of the hand or an applicable roller, push the nameplate to the mating surface with approximately 10 lbs of pressure to ensure full adhesion of the nameplate.
6. Repeat steps for opposite side.

Door Nameplate (Denali)

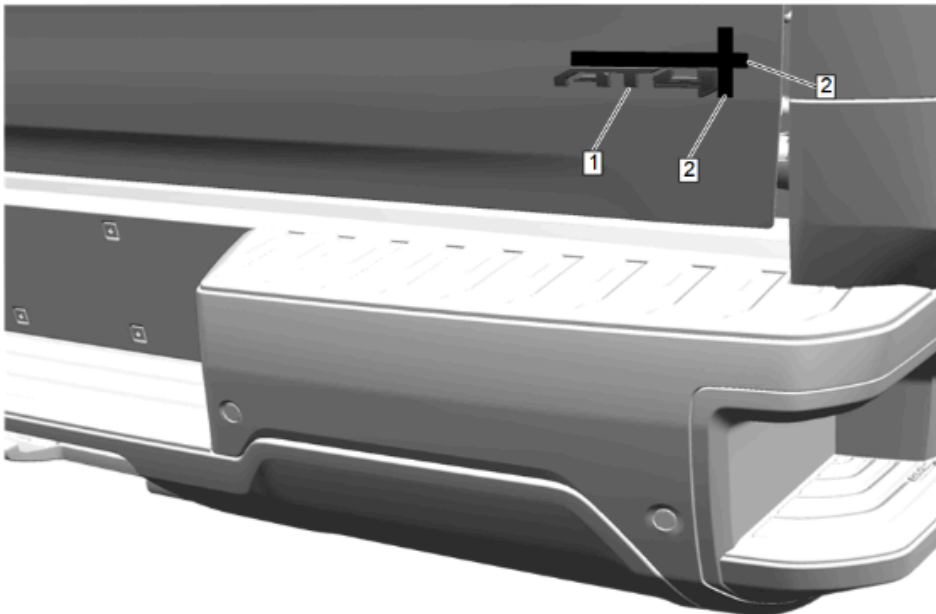


1. Use a plastic flat-bladed tool to remove the nameplate (1) from the door (2).
2. Clean and prep surface completely using an Isopropyl Alcohol Solution with a lint free cloth and allow to dry completely before installation.

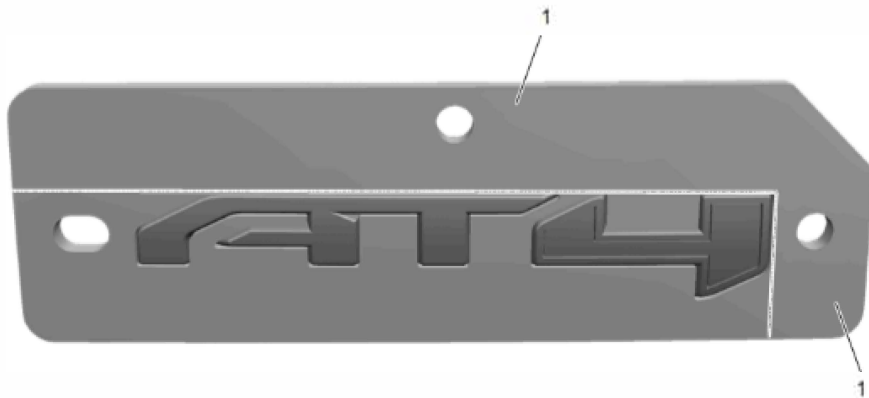


3. Take the nameplate and peel the protective liner from the adhesive backing on the rear of the nameplate. Be careful not to touch the tape with hands and do not allow the tape to come into contact with dirt or any foreign matter prior to adhesion.
4. **IMPORTANT:** The adhesive will bond quickly to the paint. In the event that the nameplate should be mis-aligned after installation, do not attempt to remove the nameplate as this will cause paint damage. To avoid mis-alignment, do not drop the nameplate into place. Instead, first align the guide pins of the nameplate (1) to the guide pin holes (2) in the door.
5. Using the palm of the hand or an applicable roller, push the nameplate to the mating surface with approximately 10 lbs of pressure to ensure full adhesion of the nameplate.
6. Repeat steps for opposite side.

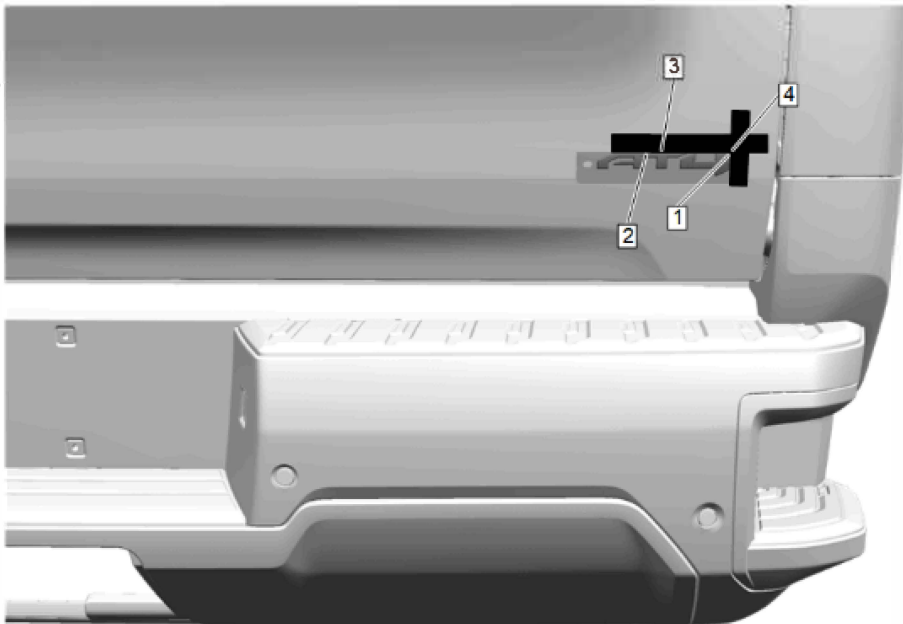
Endgate Nameplate (AT4)



1. Apply masking tape (2) around the existing nameplate to be replaced. These will be the locating features for the new accessory nameplate.
2. Use a plastic flat-bladed tool to remove the nameplate (1).
3. Clean and prep surface completely using an Isopropyl Alcohol Solution with a lint free cloth and allow to dry completely before installation.



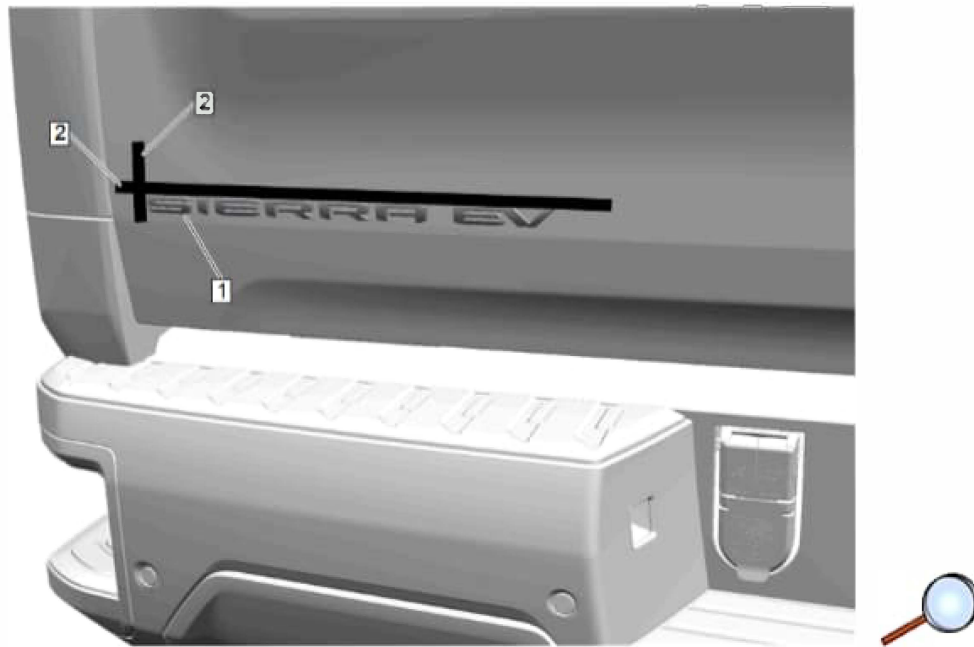
4. Carefully cut out area (1) as shown in the foam carrier without damaging or misaligning any of the letters. The cut will provide reference to help align the top of the letters to the tape.
5. Take the nameplate and peel the protective liner from the adhesive backing on the rear of the nameplate. Be careful not to touch the tape with hands and do not allow the tape to come into contact with dirt or any foreign matter prior to adhesion.



Note: Make sure the foam carrier and nameplate stay together during installation.

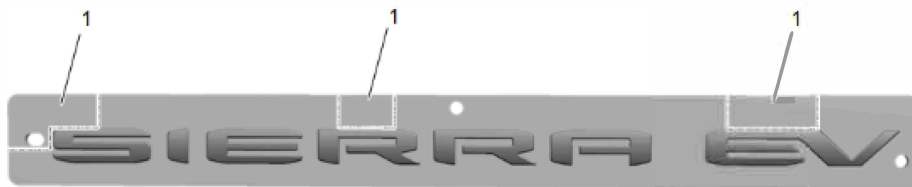
6. **IMPORTANT:** The adhesive will bond quickly to the paint. In the event that the nameplate should be mis-aligned after installation, do not attempt to remove the nameplate as this will cause paint damage. To avoid mis-alignment, do not drop the nameplate into place. Instead, first align the corner edges of the "4" (1) of the nameplate in foam carrier to the corner of masking tape (4). Then, toggle the "AT" (2) with foam carrier into bottom of tape (3).
7. Using the palm of the hand or an applicable roller, push the nameplate to the mating surface with approximately 10 lbs of pressure to ensure full adhesion of the nameplate.
8. Remove the foam carrier and the protective liner from the front of the nameplate.
9. Remove masking tape.

Endgate Nameplate (Sierra EV)

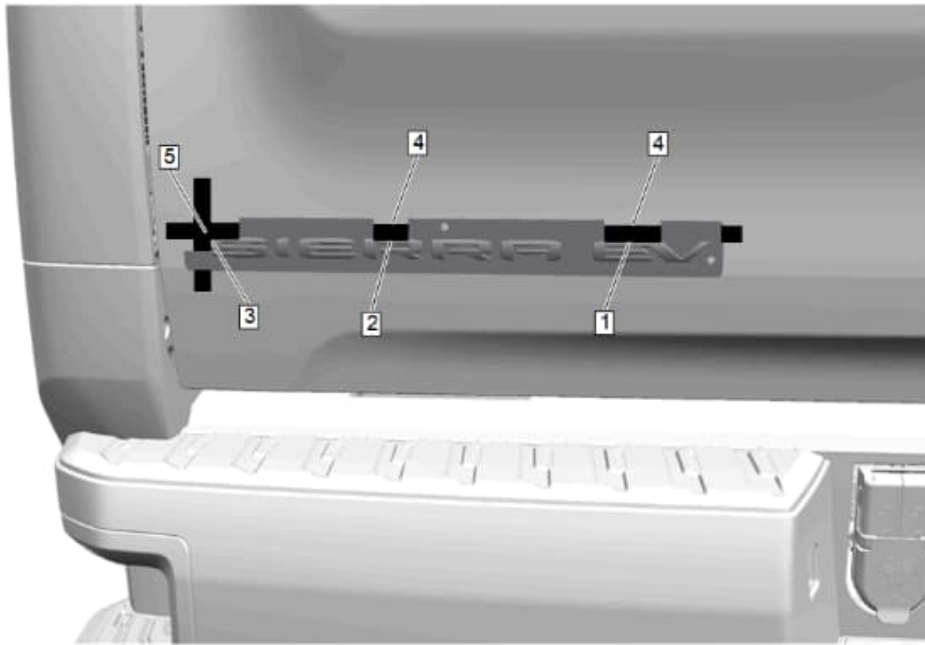


1. Apply masking tape (2) around the existing nameplate to be replaced. These will be the locating features for the new accessory nameplate.
2. Use a plastic flat-bladed tool to remove the nameplate (1).
3. Clean and prep surface completely using an Isopropyl Alcohol Solution with a lint free cloth and allow to dry completely before installation.

© 2025 General Motors. All rights reserved.



4. Carefully cut out notches (1) as shown in the foam carrier without damaging or misaligning any of the letters. The notches will provide three points of reference to help align the top of the letters to the tape. The notch at the "S" will aid in aligning to the vertical piece of tape.
5. Take the nameplate and peel the protective liner from the adhesive backing on the rear of the nameplate. Be careful not to touch the tape with hands and do not allow the tape to come into contact with dirt or any foreign matter prior to adhesion.

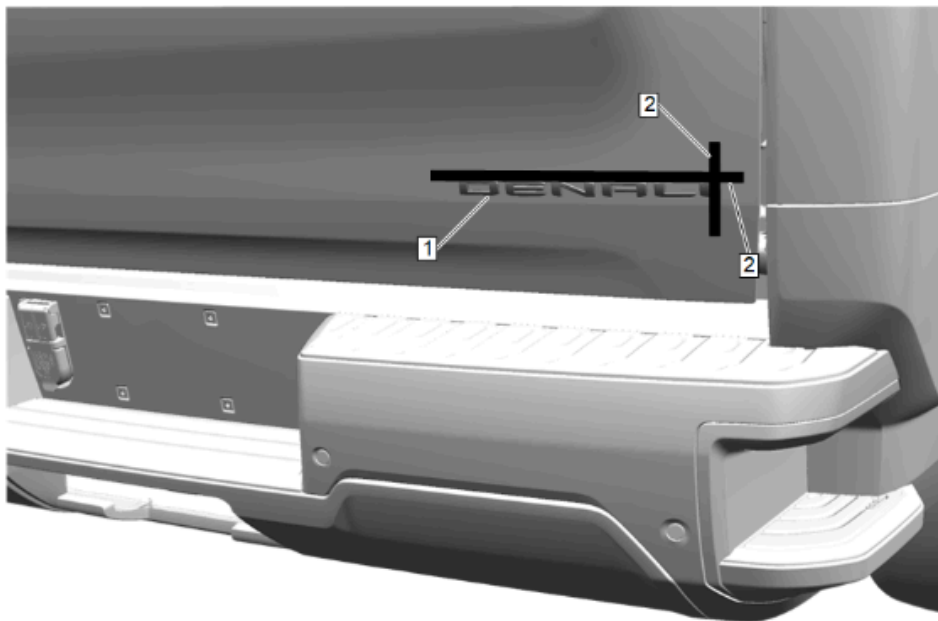


Note: Make sure the foam carrier and nameplate stay together during installation.

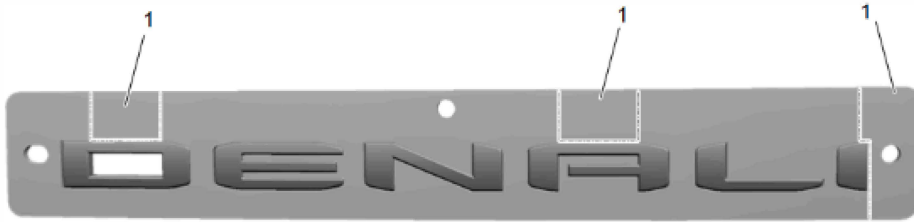
6. **IMPORTANT:** The adhesive will bond quickly to the paint. In the event that the nameplate should be mis-aligned after installation, do not attempt to remove the nameplate as this will cause paint damage. To avoid mis-alignment, do not drop the nameplate into place. Instead, first align the top edge of the "EV" (1) and "R" (2) of the nameplate in foam carrier to the bottom of masking tape (4). Then, toggle the "S" (3) with foam carrier into corner of tape (5).
7. Using the palm of the hand or an applicable roller, push the nameplate to the mating surface with approximately 10 lbs of pressure to ensure full adhesion of the nameplate.
8. Remove the foam carrier and the protective liner from the front of the nameplate.
9. Remove masking tape.

© 2025 General Motors. All rights reserved.

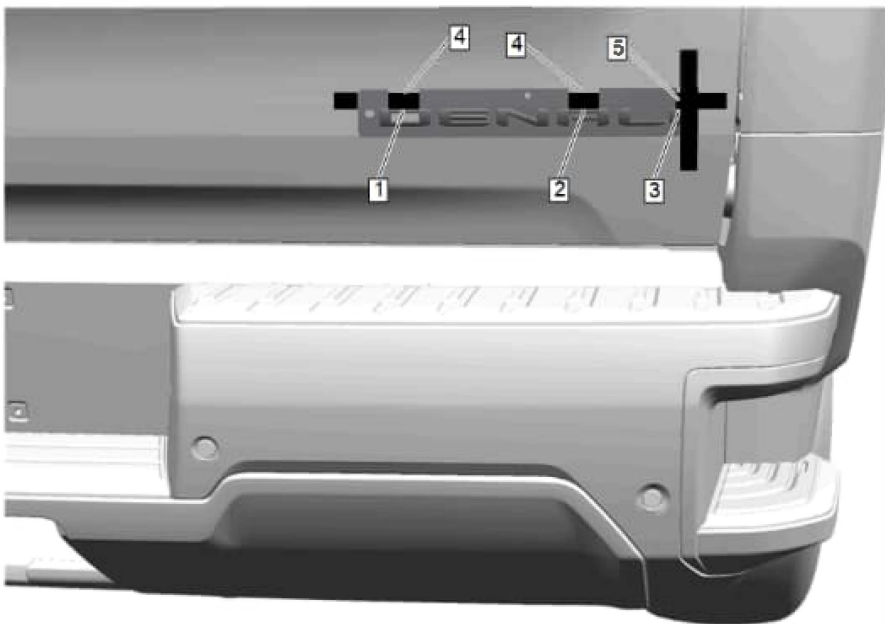
Endgate Nameplate (Denali)



1. Apply masking tape (2) around the existing nameplate to be replaced. These will be the locating features for the new accessory nameplate.
2. Use a plastic flat-bladed tool to remove the nameplate (1).
3. Clean and prep surface completely using an Isopropyl Alcohol Solution with a lint free cloth and allow to dry completely before installation.



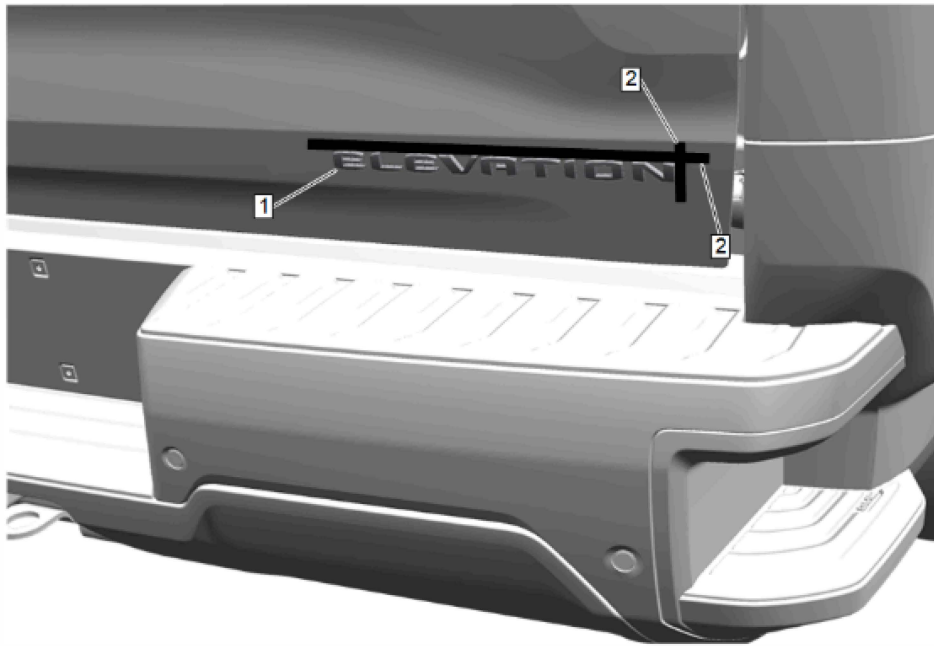
4. Carefully cut out notches (1) as shown in the foam carrier without damaging or misaligning any of the letters. The notches will provide three points of reference to help align the top of the letters to the tape. The notch at the "I" will aid in aligning to the vertical piece of tape.
5. Take the nameplate and peel the protective liner from the adhesive backing on the rear of the nameplate. Be careful not to touch the tape with hands and do not allow the tape to come into contact with dirt or any foreign matter prior to adhesion.



Note: Make sure the foam carrier and nameplate stay together during installation.

6. **IMPORTANT:** The adhesive will bond quickly to the paint. In the event that the nameplate should be mis-aligned after installation, do not attempt to remove the nameplate as this will cause paint damage. To avoid mis-alignment, do not drop the nameplate into place. Instead, first align the top edge of the "D" (1) and "A" (2) of the nameplate in foam carrier to the bottom of masking tape (4). Then, toggle the "I" (3) with foam carrier into corner of tape (5).
7. Using the palm of the hand or an applicable roller, push the nameplate to the mating surface with approximately 10 lbs of pressure to ensure full adhesion of the nameplate.
8. Remove the foam carrier and the protective liner from the front of the nameplate.
9. Remove masking tape.

Endgate Nameplate (Elevation)



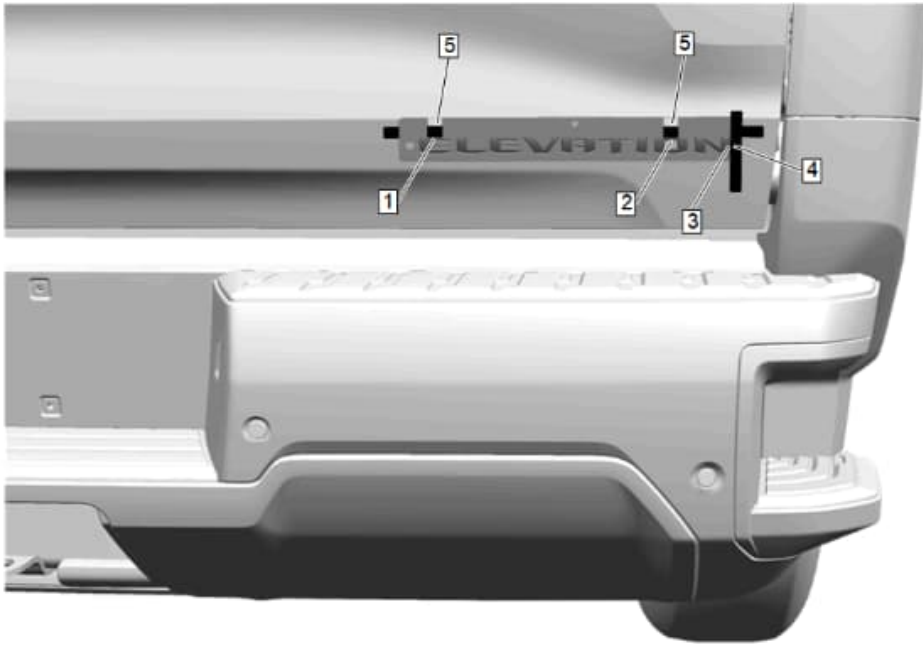
1. Apply masking tape (2) around the existing nameplate to be replaced. These will be the locating features for the new accessory nameplate.
2. Use a plastic flat-bladed tool to remove the nameplate (1).
3. Clean and prep surface completely using an Isopropyl Alcohol Solution with a lint free cloth and allow to dry completely before installation.

© 2025 General Motors. All rights reserved.



4. Carefully cut out notches (1) as shown in the foam carrier without damaging or misaligning any of the letters. The notches will provide three points of reference to help align the top of the letters to the tape. The notch at the "N" will aid in aligning to the vertical piece of tape.
5. Take the nameplate and peel the protective liner from the adhesive backing on the rear of the nameplate. Be careful not to touch the tape with hands and do not allow the tape to come into contact with dirt or any foreign matter prior to adhesion.





Note: Make sure the foam carrier and nameplate stay together during installation.

6. **IMPORTANT:** The adhesive will bond quickly to the paint. In the event that the nameplate should be mis-aligned after installation, do not attempt to remove the nameplate as this will cause paint damage. To avoid mis-alignment, do not drop the nameplate into place. Instead, first align the top edge of the "E" (1) and "O" (2) of the nameplate in foam carrier to the bottom of masking tape (5). Then, toggle the "N" (3) with foam carrier into inner edge of tape (4).
7. Using the palm of the hand or an applicable roller, push the nameplate to the mating surface with approximately 10 lbs of pressure to ensure full adhesion of the nameplate.
8. Remove the foam carrier and the protective liner from the front of the nameplate.
9. Remove masking tape.