



Kia Motors America, Inc.
Corporate Headquarters
111 Peters Canyon Road, Irvine, CA 92606-1790 USA

IMPORTANT SAFETY RECALL

(Interim Notice)

(NHTSA Recall Number: 18V363)

This notice applies to your vehicle: (Insert VIN)

July 27, 2018

Dear Kia Optima or Optima Hybrid Owner:

Kia has identified a defect in your vehicle which relates to motor vehicle safety


This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Kia Motors has decided that a defect which relates to motor vehicle safety exists in certain 2011-2013 MY Optima vehicles manufactured from August 12, 2010 through August 31, 2012 and certain 2011-2012 MY Optima Hybrid vehicles manufactured from February 15, 2011 through August 31, 2012. The defect may cause the front airbags and seatbelt pretensioners not to deploy in certain frontal crashes where deployment may be necessary, thereby increasing the risk of injury. Our records indicate that you own or lease one of the potentially affected vehicles.

This is only an interim letter as we work on the repair remedy. The purpose of this letter is to keep you informed of Kia's recall implementation plan. We will send you another letter when the repair is available. That repair remedy, when available, will be provided free of charge. In the meantime, PLEASE SEE THE "WHAT SHOULD YOU DO IN THE INTERIM?" SECTION BELOW.

What Is The Problem?

The airbag control unit ("ACU") detects crash severity and commands deployment of the advanced airbags and seatbelt pretensioners when necessary. The ACU in your vehicle contains a certain application-specific integrated circuit ("ASIC") that may be susceptible to electrical overstress ("EOS") during certain frontal crash events. If the ASIC becomes damaged, the frontal airbags and seatbelt pretensioners may not deploy in certain frontal crashes where deployment may be necessary, thereby increasing the risk of injury.

What Should You Do In The Interim?

- **If the airbag warning light  comes on and remains illuminated at any time**, do not wait for a follow-up letter from Kia regarding repair availability and instead please contact your nearest Kia dealer to have the vehicle's airbag system inspected as soon as possible.
- To find your nearest dealer, visit www.kia.com and click the "Find Dealer" button in the upper right corner ("Dealers" on a mobile device). You can also use the QR code below with your mobile device to access this information (*see the bottom of this letter for more information about QR code use*):



What If You Have Already Paid To Have This Situation Corrected?

If you have incurred expense to remedy this issue prior to the date of this notice, you may have the opportunity to obtain reimbursement for that expense. You may submit your receipts online to Kia via the Owners section of www.kia.com or mail your receipts with a cover letter directly to Kia for review and consideration:

**Consumer Assistance Center
Kia Motors America, Inc
P.O. Box 52410
Irvine, CA 92619-2410
1-800-333-4542**

The Kia Consumer Assistance Center is available at the number listed above if you have any questions or require assistance in submitting your claim.

Pursuant to the General Reimbursement Plan issued by Kia pursuant to Federal Regulation 49 CFR 573.13, Kia will use its best efforts to respond to your claim within sixty (60) days of receipt and at that time Kia may either accept or reject that claim or it may request more information to evaluate the claim.

Have You Changed Your Address Or Sold Your Kia?

If you have changed your home address, sold your Kia vehicle, or no longer own your vehicle, please complete the attached prepaid "Change of Address/Ownership" card and mail it to us. You can also contact the Consumer Assistance Center phone number listed above.

What If You Are A Vehicle Lessor?

Federal regulation requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

What If You Have Other Questions?

If your dealer does not respond to your service request in a timely manner, we suggest that you call Kia's Consumer Assistance Center at 1-800-333-4542. This number has TTY capability. If you still are not satisfied that we have remedied this situation without charge and within a reasonable amount of time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue, S.E., Washington, DC 20590; or call the toll free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>.

This action has been taken in the interest of your safety, and we regret any inconvenience this situation may cause you.

Sincerely,

Consumer Affairs Department

QR Code Use:

- A QR Code is a square, 2-dimensional barcode that can be read by mobile devices loaded with an appropriate barcode or **QR Code Reader App**. The app reads the barcode image and then launches/uploads the specific information the code contains, such as URLs, text, photos, videos.
- With a mobile device, **download a QR Code Reader App**. With many devices, you can do this through an app store or marketplace.
- **Open the QR Code Reader App on your mobile device. The app will utilize your device's camera.** Center the code in the camera viewing area. With some apps, the URL or other information will automatically load when the code is recognized. For others, you may have to snap or take a picture of the QR code. **Refer to the QR Reader Code App instructions.**

