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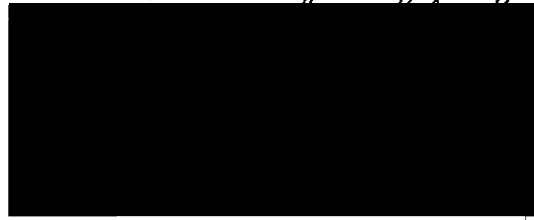
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I'm attaching a copy of a letter
that I have sent to the Motors
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of America.

I wanted to make you aware
of these flaws in my Riv Optima
in case you have heard of
similar problems in the Optima.

Thank you for your time,



[REDACTED]
Jackson, GA [REDACTED]
June 26, 2008

Mr. Byung Mo Ahn, President/CEO Kia Motors
Kia Motors America, Inc.
P.O. Box 52410
Irvine, California 92619-2410

Dear Mr. Ahn,

Please let me explain to you the reason for my letter and what accountability I would like and expect KIA motors to provide myself and my husband.

My husband and I purchased a new 2007 KIA Optima on 1/12/08. This is our first new car purchase in our 34 years of driving and we believed we had researched our choice well. KIA caught our attention for safety, warranty, price, gas mileage and appearance. We thought we made a good decision but, unfortunately, we have owned and driven many other makes of cars and even though they were used cars, we never had the problems we have had with our NEW KIA.

This has not been a good experience for us. We are extremely upset and unhappy with our KIA vehicle and we hope that you are able to provide us with the customer satisfaction that we believe is and should be your top priority. We expect KIA to take back the defective product that you manufactured and replace it with a new one.

In February 2008, only 5 weeks after our purchase, I noticed a problem that we felt was possibly transmission related. I took our car to the KIA service department on February 28, 2008 and was informed on February 29, 2008 that they needed to replace the transmission in our NEW car! Needless to say, I was not happy but let it go. KIA had my new car for two weeks to do the work..

Imagine my chagrin when in April 2008, I again had to take my NEW car for service because of a sound as if something was moving and banging under the hood. The diagnosis was that the #1 engine bracket bolt was missing and that I needed to leave it because it was too dangerous to drive!

It was at this point that I called customer service in California and spoke to Kendra at extension #45698. I told her of my complete dissatisfaction with the quality of the vehicle and fear for my safety and the safety of my passengers. She assigned me case [REDACTED] and I was told that the district manager, Clyde Tsley, would be notified and made aware of my problem but that KIA would not do anything else about my situation.

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She was courteous until I told her that I would like my vehicle replaced and she curtly told me that KIA was backing up their product. I did explain to her that my big concern was the question of what other damage was possibly done while my engine was moving around under the hood of our NEW car. It does not end here.

On June 15, 2008, the TPMS light began occasionally lighting up. I looked at my manual and it tells me that this light alerts me to a malfunction in the tire pressure monitoring system. On June 16 and June 17, 2008, the light was again on but for longer periods of time. I again contacted Kendra on June 17, 2008 and not being satisfied with her answers I asked to speak to a supervisor. She did her best to discourage me from going above her but at this point I was not backing down.

A Mr. Tom Morales took my call and I explained my situation to him, he also had my records in front of him. I was told by Mr. Morales that this a rare situation. He also told me that all other car manufacturers would respond in the same way as KIA .(My take on that statement is that it is a rare situation but if you are the customer experiencing this "rare situation", it is too bad for you.) I replied that I am not interested in how any other manufacturer would handle my problem, my problem is with KIA. I also explained that I was leaving for a car trip from Georgia to New Jersey on June 19, 2008 and was concerned about driving this vehicle. He suggested that I take the car in for service the following day, June 18, 2008, and if needed a rental car would be supplied for my trip. Mr. Morales also told me that the district manager, Mr. Clyde Tsley, would be alerted to my predicament and that my car would be given a complete going over to find the problem, that Kendra would follow-up on the morning of June 18, 2008, to make sure that I had a service appointment and that everything was ok. The district manager never contacted me at all and Kendra did not call back until Tuesday, 6/24/08.

I took the car in on June 18, 2008 and was told that everything checked out and they couldn't explain why the TPMS light would go on.

I had no choice but to begin my car trip on June 19, 2008 while worrying about the safety of the NEW car I was driving. The TPMS light was on for three different time periods that day alone. I stopped twice and checked the tire pressure in my tires and they were at the proper pressure. The TPMS light has been on and off sporadically since June 15, 2008. I contacted my dealer in Conyers, GA, and was told that all four sensors were checked on June 18, 2008, and no problem was found. I am now staying in New Jersey for the summer and will again take my car into the dealer for servicing because this problem is not solved and I have no choice but to drive this car as it is the only vehicle we own.

We are completely and totally dissatisfied with the quality of our KIA. We realize that this is a machine and defects do occur under the best of circumstances but we also expect the manufacturer of defective equipment to replace such machines before something more serious occurs.

KIA needs to back it's product and this is a test of how well KIA believes in customer satisfaction. Unfortunately, an unhappy customer tends to share their experience much more vocally than a happy customer. We ask that you put yourself or one of your family members in our place and think about what you would expect a company to do about this situation.

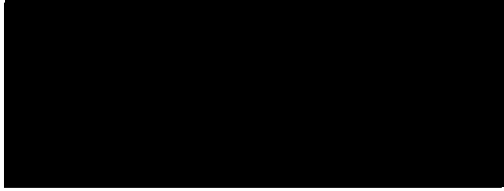
Instead of our first new car buying experience being a good one, it has been nothing but added fuel costs for our trips to the service department, added mileage on our car, inconvenience, cost of our time and most importantly, apprehension about the safety and reliability of our new vehicle. We should not have to worry every time we drive this car about what problem we will experience next and will we get to our destination safely.

We have had this car for only five months and have had it in for servicing three times and will have it in again this week because the problem has not been resolved.

We look forward to your reply and we look forward to KIA assuming responsibility and doing the right thing. We feel that this is a fair expectation for you to replace this vehicle or give us our money back.. We also hope that this will resolve our "rare situation" without us having to pursue other avenues in search of a resolution. We would not like to, but we are willing to go as far as we need to in order to be satisfied.

We thank you in advance for your time and kind consideration of our request and in the end we hope that we will be able to say that "customer satisfaction is a top priority for KIA motors".

Sincerely,



As a postscript to the original body of this letter, following is the continuation of our saga:

I did make an appointment for our car with KIA of Burlington, NJ, on July 1, 2008. Patrick from that dealership called to tell me that they needed to keep our car at least overnight because they found two problems with the Tire Pressure Monitoring System. Could this have been the result of the engine banging around under the hood of the car when the number one engine bracket bolt was missing? So again, we are without our NEW car and I would be curious to know why the KIA dealer in Conyers, Georgia found no problem with the car on June 18, 2008. The problem must have been present because it already was showing the TPMS light.

Suffice it to say that we are extremely angry and we will have satisfaction in this matter. We have been very patient up to this point but to have this car in the shop four times in the 5 ½ months that we have owned it is ridiculous. Three of the four times they had to keep it to do the work. And we do wonder if we were driving this car when it may have been dangerous to drive. We can definitely be more vocal about our KIA problem if we need to be and we will hire legal help if we have to. There is absolutely no reason for anyone to have to put up with this situation when buying a new car.

cc: John Crowe, V.P. service, Kia
Tom Loveless, V.P. sales, Kia
Alex Fedorak, public relations, Kia
Tim Chaney, director of marketing, KIA
Better Business Bureau, Atlanta, GA
N.H.T.S.A.
Editor of Atlanta Journal Constitution
Jack Gillis, "The Car Book"
Mr. Greg Moore, Owner Kia dealership, Conyers, GA
J.McS., esq.