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Copy - F.Y.I.

Norristown, Pa.
6/22/ 2012

JUL - 3 2012

KIA Motors America, Inc.
111 Peters Canyon Rd.
Irvine, CA 91606

Ladies & Gentlemen at KIA Motors,

In mid-December, 2011, I decided to change cars to celebrate my 80th birthday. I visited many different auto dealers including Hyundai, whose '07 Elantra I was driving. I had 43K miles on the tachometer, so I expected at least 6 to 7 thousand dollars in trade in. Best I could do was five. So, I stopped looking.

A week or so before Christmas, as I was driving past a KIA Dealership, I decided to stop. It was the only car I had not priced. So, I stopped. I looked at the Soul and fell in love with it. The price was good and the allowance for my car was almost \$8,000. Bought it right then and there!

It was at night when I drove it out of the lot. So with the lights all on I didn't realized the car had a major flaw. During the holidays I was too busy to pay much attention to the car. As I drove on, however, I realized that it had lots of power, smooth and comfortable ride and room galore, but there was something wrong. It took me a while to figure out what it was.

It finally dawned on me that I could not see the instrument panel. I am Daltonic. It's a form of color blindness whereby I don't see red under certain conditions. Red over black is one of them, as is black over red. So I brought it back to the dealership. My salesman put in an order to fix the problem. Or at least he said he did. A couple of weeks ago as I went in for service, I saw the man and I asked him about it, and he admitted that there was nothing that can be done. I think he may have been somewhat less than honest with me!

All KIA cars are great in every respect but one: the data on the instrument panel are illegible. I can't see how fast I'm going; I can't see if I'm running out of gas; I can't see the information on the much touted mechanism that tells me how much gas the car is using; and the little window in the center that tells me the time of day, and the radio information is nothing but a black piece of glass, totally useless.

Yesterday, my 19 year old grandson was driving and he too said he had to focus hard to see the red needles on a black background, and he is not Daltonic. **This car is dangerous!** I would like to know what idiot designed it and what !@#\$\$ approved it for sale in the United States. The rate of Daltonism in America is 8 to 10%. In the USA alone that translates to approximately thirty million people. If 1% of those people drive KIA's, it means that there 3,000 people who are driving and don't know how fast they're going or if they are running out of gas.

Now, I am sending a copy of this letter to Washington so that they can look into the situation and perhaps stop current sales and recall the 2012 models, on a voluntary basis perhaps. As for me, I have leased this car because I am an old man and didn't want the aggravation of ownership, so here is what I wish to do: First, KIA MUST change the background color of its instruments to White letters over a blue background like many other automobile manufacturers have done for quite a few years now. Then, as soon as the 2013 models come out, take my car back and give me a new one - one that is less likely to get me killed because I can't see how fast I am going, or if I'm running out of gas.

Failing that, I'll have to seek legal advice since I consider this car as dangerous as any LEMON!

Regards

Cc. U.S. Dept. Of Transportation
Pa. Dept. Of Transportation
Murray Kia, Conshohocken, Pa.

MC
07/03/2012
KB

[REDACTED]
Norristown, Pa. [REDACTED]

SOUTHEAST IN GOD WE TRUST

27 JAN 2012 PM 3:1



U.S. Dept of Transportation
N.H.T.S.A.
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Washington, DC 20590

