

MR. DAVID L. STRICKLAND
ADMINISTRATOR, NHTSA
1200 NEW JERSEY AVE., S.E.
WASHINGTON, D.C., 20590

[REDACTED]
SARASOTA, FL.
[REDACTED]
4/15/2013

CL-10510072-5809

DEAR MR. STRICKLAND:
RATHER THAN SEND YOUR DEPT. MY FILE ON THIS INCIDENT THUS AVOIDING "HE SAID,"
"SHE SAID," "THEY SAID," NARRATIVES, I'VE ENCLOSED A FACT SHEET SYNOPSIS OF MY
ENCOUNTER WITH KUMHO TIRES U.S.A. FOR THE LAST 3 1/2 MONTHS. PLEASE INCLUDE
THIS SYNOPSIS IN YOUR INTERNET KHUMO SOLUS TIRE REPORT. YOU MIGHT THINK OF
THIS AS AN EARLY WARNING OF A POSSIBLE FUTURE RECALL OF THIS BRAND AND SIZE
TIRE. KUMHO PERSONNEL COULD USE A CORRECTIVE WARNING FOR DELAYING AND MIS-
LEADING ME IN MY REPORTING THIS TIRE FAILURE TO NHTSA. MAY I HEAR FROM YOU?

APR 23 2013

RESPECTFULLY,
[REDACTED]

INFORMATION Redacted PURSUANT TO THE FREEDOM OF
INFORMATION ACT (FOIA), 5 U.S.C. 552(B)(6)

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SMD

SYNOPSIS & FACT SHEET: TWO KUMHO SOLUS TIRE FAILURES

2 PLYS RADIAL TUBELESS P235/65R 17103 TM&S DOT H2B9YPL9 2611

MILEAGE 15,792 ORIGINAL TIRES ON MY 2013 HYUNDAI SANTE FE SUV

THE EVENT: S.E. ON PROCTOR RD BETWEEN HAND & CLARK RDS, SARASOTA, FL.

AT 7 PM WHILE DRIVING ALONE IN MY 2012 HYUNDAI SANTE FE BELOW 45 MPH ON NEW YEAR'S EVE 2012, THE RIGHT FRONT, THEN RIGHT REAR TIRES "POPPED" WITHIN 1/4 MILE OF EACH OTHER. CONTROLLING THE SUV ON THIS TWO LANE ROAD WAS DIFFICULT. AS A CARDIAC NURSE AND PARENT WHO UNDERSTANDS HUMAN RISK, FINDING A PULL-OFF SPOT WAS SCARY GIVEN THE 3'-4' DEEP "V" SHAPED RAVINES DROPPING OFF WITHIN 2'-3' FEET OF THE RIGHT SOFT SOD SHOULDER. MOREOVER THE TOP OF MY SUV WAS TILTING OFF-CENTER TO THE RIGHT FURTHER ALARMING ME ABOUT ROLLING OVER IF I ATTEMPTED TO PARK ON THE RIGHT SLIM, GRASSY SHOULDER. BY TIME I PULLED OVER ON A FLAT, WIDER SHOULDER, I HAD TRAVELED ONE MILE ON 2 MANGLED DEAD FLAT, SHREDDED TIRES. THE ROADWAY I HAD TRAVELED WAS CLEAR OF DEBRIS: ROADKILL, POTHOLES, NATURAL OR MAN MADE HAZARDS, SO NO OBJECTS WERE RUN OVER THAT I COULD SEE OR FEEL. MY SUV WAS DAMAGED & THE 2 KUMHO TIRES WERE UNUSABLE/UNREPAIRABLE. THE TOW TRUCK DRIVER CALLED IT "TIRE FAILURES."

FOLLOW-UP KUMHO TIRES U.S.A., INC.: RANCHO CUCAMONGA, CA 91730

1. CLAIMS DEPARTMENT, MR. SULCA: (909) 428-3989; 10299 6TH ST. (CITY/STATE ABOVE)

FOLLOWING THE KUMHO TIRE WARRANTY DIRECTIONS, AFTER HYUNDAI MOTORS IN WESLEY CHAPEL & SARASOTA, FL., POLITELY TURNED DOWN MY INQUIRY TO COVER THE COLLATERAL CAR DAMAGES, BOTH REDIRECTED ME TO THE KUMHO TIRE'S WARRANTY. MY INITIAL CONTACT WAS WITH A MR. WM. SULCA, CLAIMS REP/MGR., WHO REQUESTED I FILL OUT A CLAIM FORM AND RETURN THE ONLY SAVED TIRE, WHICH ONE CAR REPAIR SHOP ESTIMATED 15-20% OF THE ORIGINAL RIM AND SIDEWALLS REMAINED. AFTER REPEATED PHONE CALLS TO LOCATED MR. SULCA TO DETERMINE THE 5 DAY DELAY IN RETRIEVING THE DAMAGED TIRE FROM MY DOORSTEP, I SENT A SUBSEQUENT LETTER WITH RECEIPTS & PHOTO/DOCUMENTS OF MY CLAIM OF \$2334.76 FOR THE COLLATERAL DAMAGES TO MY SUV. MR. SULCA CONTEMPTUOUSLY DISMISSED MY CLAIM BASED UPON THE ENGINEERING DEPT'S FINDING OF "NO EVIDENCE OF ANY DEFECT" PRESUMABLY IN THE 15-20% REMNANT OF THE SHREDDED TIRE I SENT HIM. WHETHER OR NOT THIS PERTAINED TO THE MISSING 80-85% OF THE TIRE, WHICH REQUIRES A LEAP IN ENGINEERING LOGIC, IS UNCLEAR. HIS LETTER WAS SLOPPILY WRITTEN, A CONTINUATION OF HIS UNPROFESSIONAL ATTITUDE INCLUDING CUTTING OFF PEOPLE ON THE PHONE ASSISTING ME (I'M A NURSE, NOT AN MECHANIC GURU), MISPLACING MY ADDRESS/TELEPHONE NO., ETC. WHEN I REQUESTED THE ENGINEERING REPORT AND, IF AVAILABLE, A QC LAB INSPECTION OF THE SAMPLE BATCH FROM WHICH THESE TIRES WERE MANUFACTURED TO PROJECT THE PROBABILITY OF TIRE FAILURE, DEFECTS, OUT-OF-SPECS PARAMETERS, HE CONTEMPTUOUSLY RETURNED MY LETTER & TIRE BECAUSE "MY FILE WAS CLOSED."

2. PRESIDENT & CEO, MR. HARRY CHOI: FAX: (909) 428-3989; SEE ABOVE

I COPIED MR CHOI MY LETTER OF 3/8/13 ABOUT THE UNCO-OPERATIVE BEHAVIOR OF MR. SULCA, THE CLAIMS MGR., ALSO NOTING HIS DISREGARD OF THE COMPANY'S CULTURAL VALUES BASED ON KUMHO TIRES' PLEDGE: [SEE ATTACHED WEBSITE PRINTOUT OF 3/6/2013]

OUR ASSOCIATES ARE HERE FOR OUR CUSTOMERS

OUR CUSTOMERS WILL EXPERIENCE SAFETY AND SATISFACTION; AND

WILL RECEIVE WORLD CLASS CUSTOMER SERVICE

APPARENTLY MR. CHOI AGREES WITH THE MISLEADING HANDLING OF MY CLAIM. IT'S CLEAR TO ME THAT I AND MY FAMILY ARE STILL CUSTOMERS OF KUMHO TIRES, BOTH AS RIDERS ON 2 KUMHO TIRES & AS A LEGITIMATE CLAIMANT STILL TRYING TO RECOVER OR SETTLE A CLAIM AGAINST THE FIRM. PERHAPS SOME OTHER CUSTOMERS LIKE VENDORS OR RETAIL TIRE PURCHASERS, ARE MORE EQUAL THAN OTHERS, SO THEY RECEIVE "WORLD CLASS SERVICE" AS A CORPORATE REWARD. I CAN VERIFY THAT I EXPERIENCED OVER 3 1/2 MONTHS NEITHER THE PLEDGE OF SATISFACTION NOR SAFETY. YES, I DID RECEIVE KUMHO'S "WORLD CLASS SERVICE." AND OH YES...DURING MY ENCOUNTER WITH KUMHO TIRES U.S.A. NOT ONE WORD FROM MESSERS. SULCA/CHOI EVEN ACKNOWLEDGING THEIR CONCERN FOR MY SAFETY THAT EVENING...NOT EVEN A HUMANE EXPRESSION OF CONCERN FOR MY WELFARE OR THANKFUL THAT THE OUTCOME RESULTED IN NO PERSONAL INJURIES. TO ME THAT MAKES YOUR FIRM'S PLEDGE A "SHREDDED" BAMBOO CURTAIN. YET MY ENCOUNTER WITH HYUNDAI TELLS ME THAT THEY PRACTICE WORLD CLASS SERVICE. KUMHO TIRES MIGHT WANT TO GIVE THEM A CALL,

[REDACTED], SARASOTA, FL [REDACTED]

COPIES WITH COVER LETTER SENT 4/15/13 TO:

1. HONORABLE MARCO RUBIO, U.S. SENATOR, FLORIDA, WASHINGTON, D.C. 20510
2. MR. D.L. STRICKLAND, ADMINISTRATOR, NHTSA, WASHINGTON, D.C. 20590
3. KUMHO TIRES WORLDWIDE HDQRTS., MR SAE-CHUL OH, PRES. & CEO, GWANGJU, SO. KOREA
4. HYUNDAI WORLDWIDE HDQRTS., MR CHUNG MONG-KOO, PRES. & CEO, SEOUL, SO. KOREA
5. MR J. HUMPHREY, SR. V.P., GLOBAL AUTO. OPERATIONS, JD POWERS & ASSOC., CA 91361
6. CONSUMER COMPLAINT DEPT., ATTORNEY GENERAL OFFICE, TALLAHASSEE, FL 32399
7. STACIE SCHIABLE, TV NEWS ANCHOR. NBC. WR11-8. "ON YOUR SIDE." TAMPA, FL 33606



ABOUT US

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KUMHO CULTURE

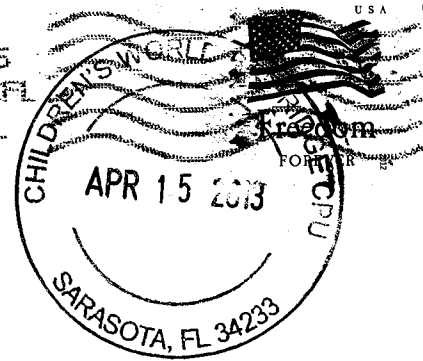
Kumho Tire values the advancement of culture and the arts in society. As a leading global company, we contribute to the betterment of society through art, culture and eco-conscious campaigns.

OUR VALUES

- Our Name**
 - Stands for supreme quality
 - Promises innovation and technology
- Our Associates**
 - Are our business partners
 - Are here for our customers
- Our Customers**
 - Will experience safety and satisfaction
 - Will receive world class customer service

[Redacted]
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Sarasota, Florida
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SAINT PETERSBURG FL
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