



VOLUNTARY SERVICE CAMPAIGN

January 24, 2012

Dear Kia Sorento Owner:

Kia Motors America, Inc. is conducting a Voluntary Service Campaign to replace the fuel tank air filter in the 2003-2004 MY Kia Sorento vehicles.

Why is Kia conducting this service campaign?

This service campaign is related to the air filter situated near your fuel tank. Over time, the fuel tank air filter accumulates dirt, which can restrict airflow. If the fuel tank air filter is not replaced during regular maintenance the restriction of airflow will eventually reach the point where your vehicle may experience fueling difficulties, such as fuel spilling out of the filler neck when refueling the vehicle.

What Will Kia Do?

- Kia will replace your vehicle's fuel tank air filter one time, at no cost to you.
- Kia is also providing the attached insert for your owner's manual, which identifies that the fuel tank air filter is to be inspected every 15,000 miles and replaced at a minimum of every 30,000 miles.

What Should You Do?

- Remove the protective sticker on the back of the insert provided with this letter and attach it to page 7-7 of your Kia Sorento Owner's Manual.
- Contact your Kia dealer to schedule a service appointment at your earliest convenience. The time required to replace the fuel tank air filter in your vehicle can vary depending on the dealer's work schedule, so a service appointment is an important way of minimizing your inconvenience. Please present this notice when you arrive at the Kia dealer.
- Before your service appointment, if the gas station nozzle clicks off during refueling but before the tank is full, do **not** keep clicking the nozzle as this can result in fuel spilling out of the filler neck. Instead, refuel your vehicle more slowly until the tank is full.
- Regular vehicle maintenance, including the inspection of the fuel tank air filter every 15,000 miles and replacement at a minimum of every 30,000 miles is necessary and part of the vehicle owner's responsibilities. However, as part of this campaign, Kia will conduct a one-time replacement of the fuel tank air filter at no cost to you.

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 enclosed prepaid "Change of Address/Ownership" card and mail it to us.



What If You Have Other Questions?

- Should you have any questions regarding this Voluntary Service Campaign or 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 (Monday through Friday, 5AM to 6PM, Pacific Standard Time), or through the owner's section of www.kia.com.

Please accept our apologies for any inconvenience this matter may cause you.

Sincerely,

Consumer Affairs Department