



1825 Connecticut Ave. NW Suite 330 Washington, DC 20009  
www.autosafety.org

October 12, 2018

SeungKyu Yoon  
President & CEO  
Kia Motor America  
111 Peters Canyon Road  
Irvine, CA 92606-1790

Mr. Yoon:

On behalf of the Center for Auto Safety's members across the United States, the hundreds of Kia owners of Optima, Sorento, and Soul vehicles, and all drivers, passengers, and pedestrians, we ask that Kia recall all MY 2011-2014 Sorento and Optima, and MY 2010-2015 Soul vehicles because of a significant risk of non-collision fires.

As you may be aware, on June 12, 2018, the Center for Auto Safety (Center) petitioned the National Highway Traffic Safety Administration to initiate a safety defect investigation into the excessive number of non-collision related fires that the owners and operators of the Sorento and Optima vehicles suffer as compared to similar class and model year vehicles from other manufacturers. On July 24, 2018, the 2010-2015 Soul was added to our petition as well. The petition included your sister company's MY 2011-2014 Hyundai Sonata and Santa Fe vehicles.

While a response to that petition remains pending, the Center has now learned of over 220 complaints of non-collision fires in these 5 vehicles during these model years. This includes an 85% increase in reports since filing our original petition. This also includes at least one dozen consumers who had either the 17V-224 or the 17V-226 recalls performed and yet still experienced a non-collision fire.

Amazingly, there has only been one death associated with these fires – so far. The Center for Auto Safety calls on Kia to act before there is another tragedy. The time is now to recall these vehicles, determine why they are catching on fire, and remedy the situation.

Thank you for your prompt attention to this matter,

Jason Levine  
Executive Director

cc: Kyung Soo Lee, President & CEO Hyundai Motors America  
Heidi King, Deputy Administrator, National Highway Traffic Safety Administration

ES18-003739

## **Bransom, Rhonda CTR (NHTSA)**

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**From:** Rawls, Belinda (NHTSA)  
**Sent:** Friday, October 12, 2018 2:14 PM  
**To:** Korkor, Julie (NHTSA); Davis, Cynthia L (NHTSA); Bransom, Rhonda CTR (NHTSA)  
**Subject:** FW: Center for Auto Safety Letter for SeungKyu Yoon  
**Attachments:** Center for Auto Safety letter to Kia re - recall of all MY 2011-2014 Sorento Optima and MY 2010-2015 Souls.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

For appropriate handling.  
Thank you!

**From:** contact [mailto:contact@autosafety.org]  
**Sent:** Thursday, October 11, 2018 7:31 PM  
**To:** jbell@kiausa.com; syoon@kiausa.com  
**Cc:** Rawls, Belinda (NHTSA) <Belinda.Rawls@dot.gov>; jtrainor@hmausa.com; consumeraffairs@hmausa.com  
**Subject:** Center for Auto Safety Letter for SeungKyu Yoon

Please find attached a letter for President & CEO SeungKyu Yoon of Kia containing a call for a recall of all Model Year 2011-2014 Sorento and Optima, and MY 2010-2015 Soul vehicles because of a significant risk of non-collision fires.

We have made a similar call to President & CEO Kyung Soo Lee of Hyundai with respect to all MY 2011-2014 Santa Fe and Sonata vehicles for a significant risk of non-collision fires.

We have also copied a representative of Heidi King, Deputy Administrator, NHTSA in this communication.

Thank you for your prompt attention to this matter.

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