



Kia Motors America, Inc.

Corporate Headquarters

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RECENT KIA MEDIA REPORTS

October 26, 2018 Update

Dear Kia Retailer,

We wrote to you in late August to provide you with an update regarding news reports regarding non-collision fires in Kia vehicles and NHTSA's announcement of the opening of a Defect Petition for fire cases involving the 2011-14 Sorento and Optima vehicles. Since that time, we have been working cooperatively with NHTSA to analyze the safety performance of these and all Kia vehicles and added additional resources to quickly and effectively address any incidents.

Recently, a non-profit consumer advocacy group called the Center for Automotive Safety (CAS) has asked for a recall of Kia vehicles for fire risk and members of the Senate Commerce Committee have asked Kia for additional information related to non-collision fires in Kia vehicles. These actions have generated additional media reports so we are providing you with additional information to assist you and your teams in addressing customer concerns.

Let me assure you again that at Kia, customer safety is paramount and we are investing significant resource and effort to ensure we are taking the appropriate actions to address this matter:

- **Fire Investigation:** All automobiles contain combustible materials and a vehicle fire may be a result of any number of complex factors which must be carefully evaluated by trained technicians. KMA is using third party fire-investigation companies to increase our ability to investigate all fire events on a high-priority basis. Additionally, KMA has engaged an independent fire expert to evaluate the results of such fire event investigations and provide guidance to the organization on an ongoing basis. KMA is also consulting with a recent former head of NHTSA's Office of Defects Investigation to evaluate the organization's response to these incidents.
- **Engine Recall SC147:** The vehicles mentioned in the media reports align closely with vehicles already included in Kia's safety recall SC147 (NHTSA 17V-224) launched in June 2017 to address a manufacturing defect which could lead to engine failure. In some instances, an engine failure can lead to the breaking of a connecting rod. When a connecting rod breaks, it is possible for it to puncture the engine block, allowing oil to escape and, in some cases, for the oil to contact hot engine surfaces and potentially catch fire. Significant progress has been made in the completion of this recall but KMA is also initiating re-notification efforts to contact customers whose vehicles have not yet had the recall conducted to encourage them to have it completed as soon as possible.
- **Cooperative Work Effort with Governmental Entities:** KMA will continue to voluntarily cooperate with both NHTSA and the Senate Commerce Committee to analyze all relevant information associated with any fire or other safety-related matters and take any necessary corrective action in a timely manner.
- **Customer Care:** KMA has and is continuing to enhance its customer support processes, including covering the cost of any necessary alternate transportation for affected customers until investigations are completed, regardless of the result of those investigations.

As a Kia Retailer, you and your teams can take the following actions to help assure the safety of Kia vehicles:

1. Ensure that all safety recalls are completed for vehicles coming in for service;
2. Implement follow-up processes with your customers to encourage the completion of any open safety recalls;
3. Remind customers that they can go to the Owners section of www.kia.com to check for open safety recalls by clicking on "Recalls" or they can also verify this information at NHTSA's website: www.safercar.gov.
4. Should a customer make any allegation or bring forth a claim alleging a Kia product is responsible for a situation that has resulted or could result in an accident, injury or fire, you and your staff should immediately report the situation to your District Parts & Service Manager and advise the customer to report it to the Kia Consumer Assistance Center at 800.333.4Kia (4542); do not perform any repairs before receiving authorization from KMA so that we have an opportunity to investigate.

As always, please direct any media inquiries to your field contacts or directly to Kia's Corporate Communications Department (James Bell (jbell@kiausa.com) or James Hope (jhope@kiausa.com)).

To assist you with customer inquiries, attached are Frequently-Asked Questions and Answers for reference by you and your team.

Kia shares the vehicle safety goals of government regulators and consumer advocates and is committed to the safety of all its customers and their passengers and we are taking appropriate action. Thank you once again for your valued support of the Kia brand.

Sincerely,



Greg Silvestri
Vice President, Service & Aftersale Operations

FREQUENTLY-ASKED QUESTIONS

Fire-Related Media Reports

Q1. I've seen on the news about Kia vehicles catching on fire – should I be concerned?

- A1.** Kia is proud of its strong safety record and the integrity of our products and all Kia vehicles sold in the United States meet or exceed all federal government vehicle safety standards.

A vehicle fire can occur due to any number of complex factors which must be carefully evaluated by trained technicians to determine its cause. At Kia, any claims involving damage to a Kia vehicle, including fires, are reviewed on a case-by-case basis to determinate appropriate action. When the result of any fire is due to a vehicle design or manufacturing issue, KMA promptly notifies NHTSA and conducts a voluntary recall.

Customers can also go to the Owners section of www.kia.com to check for open safety recalls at any time now or in the future by clicking on "Recalls" or they can also verify this information at NHTSA's website: www.safercar.gov. If there is an open safety recall, customers are encouraged to have it completed as soon as possible.

Q2. I've seen news reports about Kia vehicle fires and want to know what Kia is doing about this?

- A2.** Kia is absolutely committed to the safety of all Kia vehicle owners. Automobile fires may be the result of any number of complex reasons requiring investigation by fire investigation experts. Kia has added additional resources to investigate any Kia vehicle fires.

Kia is also working cooperatively with all governmental entities to report and analyze safety-related data. When the result of any fire is due to a vehicle design or manufacturing issue, KMA promptly notifies NHTSA and conducts a voluntary recall.

Q3. I think I smell burning when I drive my vehicle – in light of the recent news reports, what should I do?

- A3.** If there is a knocking noise from the engine or the engine warning or oil pressure warning lamps are illuminated, safely pull over and inspect your vehicle to ensure it is operating normally. If necessary, contact Kia's Roadside Assistance at 800.333.4Kia (4542) to request the vehicle be towed to the nearest Kia dealer for inspection.

Should a customer have a concern related to any aspect of the operation or safety of their vehicle, they are encouraged to schedule an appointment with their authorized Kia dealer for vehicle inspection as soon as possible. Kia Consumer Assistance Representatives are available to provide assistance by phoning 800.333.4Kia(4542) or online in the Owner's section of www.kia.com.