

September 2, 2010

Attention: All Kia Service Managers

Kia Motors America, Inc. pursuant to the National Traffic and Motor Vehicle Safety Act is conducting a Voluntary Safety Recall Campaign to replace the wiring harnesses for the lights in the Advanced Lighting Speakers located in the front door trim panels in certain 2010 MY Kia Soul vehicles; and the wiring harnesses for the Interior Accent Illumination located in the front and rear door trim panels in certain 2011 MY Kia Sorento vehicles. The wiring harnesses may have been improperly soldered. As a result, when the lights are illuminated under certain conditions, an electrical short may ensue and can result in a fire.

The Technical Service Bulletin (TSB) that provides Vehicle Repair Procedures, Affected VIN Production Range, and Warranty Claim Information will be posted on the Kia Global Information System (KGIS) at www.kiatechinfo.com on **September 2, 2010**.

Enclosed you will find a copy of the owner notification letters and a Q&A Guide for recall questions, both of which describe the issue and the resulting risk to motor vehicle safety. A list of retail Kia Soul and Sorento owners affected by this recall can be accessed on WEBDCS. Log onto the site, select the Consumer Affairs Tab, click on Not Completed Recall VINS in the left side menu, and select **SC083** to generate the list. The owner letter will be mailed beginning **September 13, 2010**.

Parts required to complete this campaign will be automatically shipped to your dealership during the **week of September 1**. This automatic shipment will include all of the parts required to repair 100% of your dealership's affected stock vehicles plus additional parts to repair initial customer vehicles, at least 25% of your total retail count, depending on the total number of affected vehicles from your dealership. KMA will have the full 100% of the parts required prior to announcing this campaign to the retail owner, plus an additional safety stock. **No additional parts orders for these parts should be submitted until the initial parts are allocated to specific customer or dealer stock vehicles.** This temporary restriction is being made to ensure no parts are being ordered for safety stock by dealers, so that parts are available for actual customer demand.

Please make certain the appropriate personnel in your dealership are familiar with the details of this recall to ensure proper responses to customer inquiries and requests to have the recall performed on their 2010 MY Kia Soul and 2011 MY Kia Sorento vehicles.

NHTSA ADVISORY: It is a violation of Federal law for a dealer to deliver a new motor vehicle covered by this notification under a sale or lease until the defect is remedied.

LEGAL PRIVACY LIABILITY NOTICE: Pursuant to the terms of the Dealer Sales and Service Agreement and the Gramm-Leach-Bliley federal consumer privacy act, you are required to keep confidential any and all information and documents provided to you by Kia Motors America, Inc. or generated by you in the conduct of carrying out work under that Agreement regarding Kia vehicle purchasers and owners, including but not limited to warranty claim information. Kia dealers may use such owner information for the sole purpose of conducting and performing this safety recall campaign, and for no other purpose.

Your prompt attention in completing this recall is appreciated. If you have any questions, please contact your Kia District Parts/Service Manager.

Sincerely,



Neem Van der Reest
Quality Analysis Manager

Enclosures