

**SC083 – 2010 MY Soul and 2011 MY Sorento Wiring Harness Replacement
Voluntary Safety Recall Campaign**

QUESTIONS & ANSWERS

September 2, 2010

Q1. What type of campaign is Kia conducting?

A1. *Kia is conducting a voluntary safety recall 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 2011MY Kia Sorento vehicles pursuant to the National Traffic and Motor Vehicle Safety Act.*

Q2. What vehicles are affected by the recall?

A2. *Certain 2010 MY Kia Soul vehicles with the Advanced Lighting Speakers produced from September 7, 2009 through June 8, 2010.
Certain 2011 MY Kia Sorento vehicles with the Interior Accent Illumination, produced from October 23, 2009 through July 30, 2010.*

Q3. What is the concern with the Wiring Harness?

A3. *The wiring harnesses for 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 may have been improperly soldered during the assembly process. As result, an electrical short may ensue when the lights are illuminated under certain conditions. The overheating can result in a fire.*

Q4. Can you describe the recall campaign and fix?

A4. *All owners of the affected 2010 MY Kia Soul and 2011MY Kia Sorento vehicles, will be notified to bring their vehicle to a Kia dealership to have the wiring harnesses replaced.*

Q5. Should Kia Soul and Kia Sorento customers take any special precautions?

A5. *Yes. Kia Soul owners should turn off the speaker lights and keep them off until this repair is completed.*

Kia Sorento owners should immediately schedule an appointment with their Kia dealer since the Interior Accent Illumination lights are on whenever you use your headlights.

Q6. What Should I Do Next?

A6. *Owners are being asked to contact the nearest Kia dealer to schedule a service appointment.*

Q7. Have there been any deaths or injuries as a result of this defect?

A7. *No*

Q8. Has Kia had any litigation regarding this defect?

A8. *No*

Q9. How many customer vehicles are affected by this campaign?

A9 *Approximately 23,972 model year 2010 Soul vehicles produced from September 7, 2009 through June 8, 2010.*

Approximately 11,213 model year 2011 Sorento vehicles produced from October 23, 2009 through July 30, 2010.

Q10. How was this problem discovered?

A10. *Kia Motors identified this issue during its review of field information. Kia Motors then commenced an evaluation with the vendor and concluded that the condition existed and warranted a recall.*

Q11. Will this cost vehicle owners any money?

A11. *No. The wiring harness will be replaced at no cost.*

Q12. What about customers who may have already paid to have the wiring harness replaced?

A12. *If any customers have had an emergency repair where they could not get to a Kia dealership and incurred out-of-pocket expenses related to repair of the wiring harnesses*

in the Advanced Lighting Speakers located in the front door trim panels for the 2010 MY Kia Soul, or the wiring harnesses for the Interior Accent Illumination located in the front and rear door trim panels for the 2011 MY Sorento, they can mail their receipts with a cover letter directly to Kia for review and consideration at the following address:

Consumer Assistance Center
Kia Motors America, Inc.
P.O. Box 52410
Irvine, CA 92619-2410

Q13. How long will the repair take?

A13. *The time required to do the repair can vary depending on the dealer's work schedule. To ensure the most efficient use of your time, scheduling an appointment is highly recommended.*

Q14. How will owners of the affected vehicles be notified?

A14. *Kia will be notifying owners of the affected vehicles by first-class mail beginning approximately September 13, 2010.*

Q15. Are there any restrictions on an owner's eligibility?

A15. *No*

Q16. Where were the vehicles produced?

A16. *The affected 2010 Kia Soul vehicles were produced at a Kia assembly plant in Korea.*

The affected 2011 Kia Sorento vehicles were produced at a Kia assembly plant in the United States.

Q17. If a customer has an immediate question, where can they get further information?

A17. *The customer can contact their local Kia dealership or call Kia's Consumer Assistance Center at 1-800-333-4542 (Monday through Friday, 5AM to 6PM, Pacific Standard Time), or via the internet @ www.kia.com (Owner's Section).*