

May 23, 2005



KIA MOTORS
KIA MOTORS AMERICA, INC.
Corporate Headquarters
9801 Muirlands Blvd.
Irvine, CA 92618-2521
TEL: (949) 470-7000
FAX: (949) 470-2802

Attention: All Kia Service Managers

Kia Motors America, Inc., in cooperation with the National Highway Traffic Safety Administration, is conducting a voluntary Safety Recall Campaign on certain 2005 Sportage models to have the gas tank inspected and replaced, if necessary. Enclosed is a Technical Service Bulletin that provides the following information:

- Vehicle Repair Procedures
- Affected VIN Production Range
- Warranty Claim Information

Also enclosed is a copy of the owner notification letter, a Q&A guide for recall questions, both of which describe the defect and the resulting risk to motor vehicle safety, and a list of retail Kia Sportage owners affected by the recall. The owner letter will be mailed May 31, 2005. Please start performing the repairs on any affected 2005 Sportage models produced from October 28, 2004 to March 26, 2005 immediately.

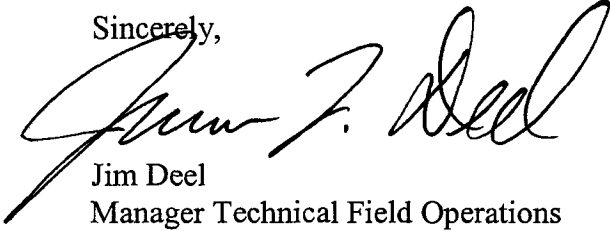
Please make certain the appropriate personnel in your dealership are familiar with the details of this recall to ensure proper responses to customer inquiries and requests to have the recall performed on their 2005 Sportage vehicles.

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 voluntary 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,

A handwritten signature in black ink, appearing to read "Jim Deel". The signature is fluid and cursive, with a large initial "J" and "D".

Jim Deel
Manager Technical Field Operations

Enclosures

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Attention: All Kia Dealer Principals

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Technical Service Bulletin that provides the following information:

- Vehicle Repair Procedures
- Affected VIN Production Range
- Warranty Claim Information

Your Service Manager was also sent a copy of the owner notification letter, a Q&A guide for recall questions, both of which describe the defect and the resulting risk to motor vehicle safety, and a list of retail Kia Sportage owners affected by the recall. The owner letter will be mailed May 31, 2005.

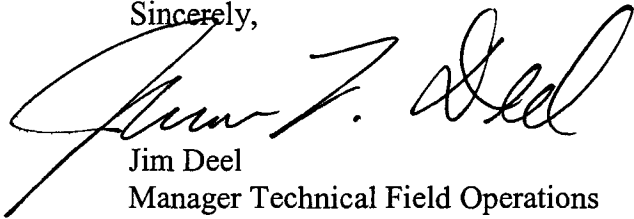
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Manager Technical Field Operations

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QUESTIONS AND ANSWERS FOR SAFETY CAMPAIGN (SC048)

2005 Sportage Fuel Tank

May 23, 2005

Q1. What sort of campaign is Kia conducting?

A1. *Kia is conducting a voluntary safety campaign regarding the inspection and possible replacement of the fuel tank on certain 2005 Kia Sportages in cooperation with the National Highway Traffic Safety Administration.*

Q2. What vehicles are affected by the recall?

A2. *All 2005 Kia Sportage's manufactured between October 28, 2004 and March 26, 2005.*

Q3. What is the problem with the Sportage Fuel tanks?

A3. *On certain 2005 Sportage vehicles fuel may leak from an O-ring into the internal vapor chamber located in the fuel tank. Under certain conditions the following may occur:*

- The engine stalls when coming to a stop
- It may be difficult to fill the gas tank
- Fuel may leak from the Evaporative Air Filter Inlet

Q5. Can you describe the recall campaign and fix?

A5. *All owners of 2005 model year Sportage's will be notified to bring their vehicle to a Kia dealer to their fuel tank inspected and replaced, if necessary, at no charge.*

Q6. Have there been any deaths, injuries or incidents as a result of this defect?

A6. *No*

Q7. Has Kia had any litigation regarding this defect?

A7. *No*

Q8. How many customer vehicles are affected by this campaign?

A8. *Approximately 10,360 Kia Sportage vehicles produced between October 28, 2004 and March 26, 2005.*

Q9. How was this problem discovered?

A9. *Through the evaluation and analysis of this issue, Kia concluded that the product condition described above existed and warranted a safety recall.*

Q10. Will this cost Sportage owners any money?

A10. *No. All the fuel tank will be inspected and replaced, if necessary, at no cost.*

Q11. What about customers who may have already paid to have the fuel tank replaced?

A11. *All of the recalled vehicles are covered by a 5-year/60,000 mile warranty, so no customers should have had to pay for this condition. However, if any customers did have an emergency repair where they could not get to a Kia dealership, Kia will reimburse them for that expense.*

Q12. How long will the repair take?

A12. *The repair will take one to two hours.*

Q13. What should I do next?

A13. *Owners are being asked to contact the nearest Kia dealer to schedule an appointment.*

Q13. How will owners of the affected vehicles be notified?

A13. *Kia will be notifying owners of the affected vehicles by first-class mail beginning approximately May 31, 2005.*

Q14. Are there any restrictions on an owner's eligibility?

A14. *No*

Q16. Where were the vehicles produced?

A16. *The affected vehicles were produced at Kia's Hwasung plant in South Korea.*

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

A17. *They can call Kia Consumer Affairs at 1-800-333-4542.*