June 7, 2005



KIA MOTORS AMERICA, INC. Corporate Headquarters 9801 Muirlands Blvd. Irvine, CA 92618-2521

TEL: (949) 470-7000 FAX: (949) 470-2802

Attention: All Kia Dealer Principals

Kia Motors America, Inc., in cooperation with the National Highway Traffic Safety Administration, is conducting a voluntary Safety Recall Campaign on certain 2003 - 2005 Sedona models to have the rear hubs inspected and replaced, if necessary. Your Kia Service Manager was sent the following material:

Technical Service Bulletin that provides the following information:

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

He 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 Sedona owners affected by the recall. The owner letter will be mailed June 13, 2005.

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 2003 - 2005 Sedona 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.

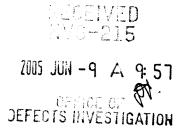
Your prompt attention in completing this recall is appreciated. If you have any questions, please contact your Kia District Parts/Service Manager.

Jim Deel

Manager Technical Field Operations

Enclosures

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- 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 Sedona owners affected by the recall. The owner letter will be mailed June 13, 2005. Please start performing the repairs on any affected 2003 - 2005 Sedona models produced from June 24, 2003 through October 29, 2004 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 2003 - 2005 Sedona vehicles.

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Sincerely

Jim Deel

Manager Technical Field Operations

Enclosures



QUESTIONS AND ANSWERS FOR SAFETY CAMPAIGN (SC049)

2003-2005 Sedona Rear Wheel Bearing Damage

June 7, 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 rear hubs on the 2003 2005 Kia Sedona in cooperation with the National Highway Traffic Safety Administration.
- Q2. What vehicles are affected by the recall?
- A2. All 2003 2005 Kia Sedonas, equipped with alloy wheels, manufactured from June 24, 2003 through October 29, 2004.
- Q3. What is the problem with the Sedona Rear Wheel Bearings?
- A3. On certain 2003 2005 Sedona vehicles moisture can enter the rear hub and cause damage to the wheel bearing.
- Q5. Can you describe the recall campaign and fix?
- A5. All owners of 2003 2005 model year Sedonas equipped with alloy wheels that are within the production range will be notified to bring their vehicle to a Kia dealer to have their rear hubs inspected at no charge. Upon inspection, some vehicles will also require replacement of the outer bearing and/or Hub Assembly. Additionally sealant will be applied to the hub cap to prevent water intrusion.
- 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 37,358 2003 2005 Kia Sedona vehicles produced from June 24, 2003 through October 29, 2004.
- Q9. How was this problem discovered?
- A9. Through the evaluation and analysis of this issue in other markets, Kia Motors determined that this condition existed and warranted a safety recall.
- Q10. Will this cost Sedona owners any money?
- A10. No. All the rear hubs will be inspected and replaced, if necessary, at no cost.
- Q11. What about customers who may have already paid to have the rear wheel bearings replaced?
- 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 June 13, 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.