

October 24, 2005

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KIA MOTORS

Attention: All Kia Service Managers

Kia Motors America, Inc., in cooperation with the National Highway Traffic Safety Administration, is conducting a Voluntary Safety Campaign on certain 2004 and 2005 LD Spectra models to have their Occupant Classification System (OCS) reprogrammed. 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 LD Spectra owners affected by the recall. The owner letter will be mailed in two waves, October 31, 2005 and November 7, 2005. Please start performing the repairs on any affected 2004 and 2005 LD Spectra models produced from December 11, 2003 through April 18, 2005 immediately.

Please make certain the appropriate personnel in your dealership are familiar with the details of this campaign to ensure proper responses to customer inquiries and requests to have the campaign performed on their 2004 and 2005 LD Spectra 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,

Gordon Dickie
Director, Product Quality

Enclosures



KIA MOTORS

October 24, 2005

Attention: All Kia Dealer Principals

Kia Motors America, Inc., in cooperation with the National Traffic and Motor Vehicle Safety Act is conducting a Voluntary Safety Campaign on certain 2004 and 2005 LD Spectra models to have their Occupant Classification System (OCS) reprogrammed. 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

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 LD Spectra owners affected by the recall. The owner letter will be mailed in two waves, October 31, 2005 and November 7, 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 2004 and 2005 LD Spectra vehicles.

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

Sincerely,

Gordon Dickie
Director, Product Quality



KIA MOTORS

QUESTIONS AND ANSWERS FOR SAFETY CAMPAIGN (SC053)

2004 - 2005 LD Spectra OCS Reflash

October 24, 2005

Q1. What sort of campaign is Kia conducting?

A1. *Kia is conducting a Voluntary Safety Campaign in cooperation with the National Highway Traffic Safety Administration (NHTSA) on certain 2004 and 2005 LD Spectra models that may experience incorrect classification by the Occupant Classification System (OCS).*

Q2. What vehicles are affected by the recall?

A2. *Certain 2004 and 2005 Kia LD Spectra models manufactured from December 11, 2003 through April 18, 2005.*

Q3. What is the problem with the LD Spectra Occupant Classification System?

A3. *Kia has become aware that on certain 2004MY and 2005MY LD Spectra vehicles, the Occupant Classification System (OCS) identifies some Child Restraint Seats (CRS) as an adult occupant, which causes the airbag to be enabled by the system. In certain frontal collisions, it is possible that the airbag may deploy even if a child in a CRS occupies the front seat. The driver will be aware if the front passenger airbag is enabled because the passenger-side airbag telltale light will NOT illuminate with the following: "PASSENGER AIRBAG OFF."*

Q4. Can you describe the recall campaign and fix?

A4. *All owners of the affected 2004 and 2005 model year LD Spectra models will be notified to bring their vehicle to a Kia dealer to have the OCS electronic control module located in the front seat cushion reprogrammed.*

Q5. Have there been any deaths or injuries as a result of this defect?

A5. *No*

Q6. Has Kia had any litigation regarding this defect?

A6. *No*

Q7. How many customer vehicles are affected by this campaign?

A7. *Approximately 73,641 Kia LD Spectra vehicles produced from December 11, 2003 through April 18, 2005.*

Q8. How was this problem discovered?

A8. *Through the evaluation and analysis of this issue, Kia concluded that the product condition described above existed and warranted a safety campaign.*

Q9. Will this cost Spectra owners any money?

A9. *No. The Occupant Classification System electronic control module will be reprogrammed at no cost.*

Q10. What about customers who may have already paid to have their OCS reprogrammed?

A10. *If any customers had an emergency repair where they could not get to a Kia dealership and incurred out-of-pocket expense to reprogram the OCS electronic control module, they should contact Kia Consumer Assistance number (800-333-4Kia) for assistance in submitting their claim or 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

Q11. How long will the repair take?

A11. *The repair will take approximately one hour.*

Q12. What should I do next?

A12. *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 in two waves, beginning approximately October 31, 2005.*

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

A14. *No*

Q15. Where were the vehicles produced?

A15. *The affected vehicles were produced at Kia's Hwasung plant in South Korea.*

Q16. If a customer has an immediate question, where can they get further information?

A16. *They 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).*