



KIA MOTORS

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

SAFETY RECALL NOTICE

April 13, 2005

Dear Kia Sportage Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Kia Motors America, Inc. has decided that a defect relating to motor vehicle safety exists in certain 2005 Sportage models equipped with ESP (Electronic Stability Program). The ESP is designed to aid driver control of the vehicle in potentially unstable conditions such as during severe turning and evasive maneuvers and on wet/icy roads.

What is the problem and what can you do to operate your vehicle more safely?

- On certain 2005 Sportage vehicles produced between June 24, 2004 and February 27, 2005, the Electronic Stability Program (ESP) may brake the vehicle unexpectedly due to improper calibration of the ESP. Calibration occurs each time your vehicle speed is below 1 mph. Such miscalibration could occur if your wheels are turned at that low speed. In the event of miscalibration, unexpected braking could later occur without warning and could cause a crash.
- The safest way to operate your vehicle is to turn off the ESP until the recall repair is conducted on your vehicle. The ESP switch is located on the instrument panel to the left of the steering wheel. **In any case, have this important safety recall completed as promptly as possible.**
- If you anticipate driving conditions which are likely to be unstable, you may use the ESP, but you then **MUST** always start driving your Sportage with the wheels in a straight ahead direction until you are going more than 1 mph. **Since you must remember this instruction each time you start your Sportage, have this important safety recall conducted as promptly as possible.**

What will Kia do?

- Kia will upgrade the ESP at no cost to you, when you take your vehicle to your Kia dealership.

If you have incurred expense to remedy this defect prior to the date of this notice, you may have the opportunity to obtain reimbursement for that expense. Since the ESP in your vehicle is covered by a 5-year/60,000 mile warranty, any such repair should have been made under that warranty at no expense to you. However, if you incurred an emergency repair where you did not have access to a Kia dealer, please contact the Kia Consumer Assistance number listed below for assistance in submitting your claim.

What should you do?

- Please call your Kia dealer to schedule a service appointment. The time required to repair your vehicle should be less than one hour. However, depending on the dealer's work schedule, it may be necessary to make your vehicle available for a longer period of time. Please present this notice when you arrive at the dealer.

Have you changed your address or sold your Kia?

- If you have changed your home address, sold your Kia vehicle, or no longer own your vehicle, please complete the attached prepaid “Change of Address/Ownership” card and mail it to us.

What if you are a vehicle lessor?

Federal regulation requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

What if you have other questions?

- If your dealer does not respond to your service request in a timely manner, we suggest that you call Kia’s Consumer Assistance Center at 1-800-333-4542. This number has TTY capability. If you still are not satisfied that we have remedied this situation, without charge and within a reasonable amount of time, you may wish to write to the Administrator, National Highway Traffic Safety Administration, 400 Seventh Street S.W., Washington, D.C. 20590, or call their toll-free Auto Safety Hotline at 1-888-327-4236.

This action has been taken in the interest of your safety, and we regret any inconvenience this situation may cause you.

Sincerely,

Consumer Affairs Department