

July 29, 2009

IMPORTANT: THIS IS A SECOND NOTICE

THIS NOTICE IS A FOLLOW-UP TO AN EARLIER COMMUNICATION ISSUED ON OCTOBER 31, 2005 AND NOVEMBER 7, 2005, WHICH NOTIFIED ALL AFFECTED REGISTERED KIA SPECTRA OWNERS OF A SAFETY RECALL CAMPAIGN. OUR RECORDS INDICATE THAT YOU ARE AN OWNER OF THIS VEHICLE AND THAT IT HAS NOT YET BEEN REMEDIED.

KIA URGES YOU TO CONTACT A KIA DEALERSHIP TO SCHEDULE AN APPOINTMENT TO HAVE THE OCCUPANT CLASSIFICATION SYSTEM RECLASSIFIED.

SAFETY RECALL NOTICE

Dear Kia Spectra 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 2004 - 2005 LD Spectra models with advanced airbag features.

What is the problem?

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. Should a crash occur and cause the right front air bags to inflate, it could cause severe injury or death for an infant or child seated in a CRS. 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."

What will Kia do?

Kia will update the programming of the LD Spectra Occupant Classification System at no charge to you, when you schedule an appointment and take your vehicle to your Kia dealership.

If you have incurred expense to remedy this condition prior to the date of this notice, you may have the opportunity to obtain reimbursement for that expense. Since 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 your vehicle had an emergency repair where you did not have access to a Kia dealer, you can mail your 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
800.333.4Kia (4542)

What should you do?

Kia recommends that all children aged 12 and under be seated in the rear seats. This recommendation applies to all vehicles, including those subject to this campaign. Even if you do not anticipate using a child seat in the front passenger seat, we strongly urge you to have your vehicle's programming updated to protect others who may use child seats in the front passenger position at some time in the future.

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.

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 (Monday through Friday, 5AM to 6PM, Pacific Standard Time). 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 submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave. SE, Washington, DC 20590; or call the toll free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>

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