



September 8, 2008

**VIA FEDERAL EXPRESS**

Mr. Daniel Smith  
Associate Administrator for Enforcement  
National Highway Traffic Safety Administration  
1200 New Jersey Avenue, SE  
Washington, DC 20590

**08V-459**  
**(5 pages)**

Re: Recall Campaign  
2008 and 2009MY Kia Rondo Fuel Pump Sub-Assembly

Dear Mr. Smith:

The following information is submitted in accordance with Part 573 of Title 49 of the Code of Federal Regulations.

**573.6 (C)(1)**

Manufacturer:  
importer:  
Agent Designated by  
Manufacturer:

Kia Motors Corp.  
Kia Motors America, Inc.  
Robert Babcock  
Hyundai-Kia America Technical Center, Inc.

**573.6(C)(2)**

Identification of Vehicle, Make,  
Model Year and Manufacturing  
Date:

2008 and 2009 Model Year Kia Rondo LX  
and EX vehicles with the 2.4 liter engine,  
produced from November 5, 2007 to July  
12, 2008.

**573.6(C)(3)**

Total Number of Vehicles:

Approximately 6,680 vehicles will be subject  
to this recall action. Although 9,855 vehicles  
were produced in the range specified in (C)  
(2), approximately 3,175 of such vehicles  
will be repaired at the KMA Ports prior to  
their being shipped to Kia dealers.

RECEIVED

2008 SEP 11 10:35 AM

DEFECTS INVESTIGATION  
RECALL MGMT DIV.

**Hyundai-Kia America Technical Center Inc.**  
**6800 Geddes Road, Superior Township, MI 48198**  
**TEL: 734-337-9499 FAX: 734-483-5919**  
**[www.hatci.com](http://www.hatci.com)**

HATCI is an authorized representative of both Hyundai Motor Company and Kia Motors Corporation; which are separate and distinct automotive manufacturers.

**573.6(C)(4)**

Percentage of Vehicles  
Estimated to Actually Contain  
the Defect:

This is a quality deviation issue and thus Kia believes that most vehicles are not affected. However, this defect potentially exists in any vehicle identified in (C) (2), and the actual presence of a defect cannot be identified without an inspection.

**573.6(C)(5)**

Description of the Defect:

If there is a quality deviation in an internal component of the fuel pump, the fuel pump may not operate properly. This could be indicated by the illumination of the check engine light and difficulty starting or impairment of engine performance while driving. It is possible that the impairment could be sufficient to expose the vehicle to the possibility of a collision.

**573.6(C)(6)**

Basis for Defect Determination

In early August 2008, Kia Motors Corporation (KMC) was informed by the fuel pump supplier of the issue. Following the receipt of that information, KMC conducted further evaluation and analysis of the condition.

On September, 2008, KMC concluded its analysis and determined that the product condition described in Section (C) (5) existed and warranted this action.

There is no report of accidents or injuries as a result of this condition.

**573.6(C)(8)(i)**

Program to Remedy Defect:

All owners of vehicles identified in (C) (3) will be notified by first class mail to bring their vehicle to a Kia dealer. Kia is replacing the electronic fuel pump sub-assembly to eliminate the possibility that this condition might exist.

Kia dealers will be advised not to sell any Rondo LX and EX vehicles equipped with the 2.4L engine without first replacing the fuel pump sub-assembly.

**Hyundai-Kia America Technical Center, Inc**

**573.6(C)(8)(ii)**

Estimated Date for Notification of Defect to Owners and Dealers

The estimated date of notification to dealers is September 9, 2008. The estimated date of notification to owners is September 16, 2008.

**573.6(C)(11)**

Notices

A draft of the owner notification letter is attached. The Technical Service Bulletin SC074 will be provided to NHTSA in the near future.

**573.6(C)(12)**

Manufacturer's Campaign Number If Different From Identification Number Assigned by NHTSA

SC074

If you or your staff have questions or comments regarding this matter, please contact me in writing at the above address.

Sincerely,



Robert Babcock  
Senior Manager,  
Regulation and Certification Department

# SAFETY RECALL NOTICE

September 16, 2008

Dear Kia Rondo Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Kia Motors has decided that a defect relating to motor vehicle safety exists in certain 2008 and 2009 Rondo LX and EX vehicles equipped with the 2.4 Liter engine.

## **What Is The Problem?**

The fuel pump may not operate properly resulting in not enough fuel getting to the engine on some 2008 and 2009 Rondo LX and EX vehicles equipped with the 2.4L engine. Poor engine starting, engine hesitation, and other impairment may result, and the check engine light may illuminate. Unusually severe impairment while driving could expose you to the risk of a collision.

## **What Will Kia Do?**

Your Kia dealer will replace your vehicle's fuel pump sub-assembly with an improved part at no cost to you.

## **What Should You Do?**

Please contact your Kia dealer as soon as possible to schedule a service appointment. The actual time required to repair your vehicle depends on the dealer's work load, therefore, we recommend scheduling a service appointment to minimize inconvenience. **In order to reduce the possibility of fuel spill during the inspection at the dealership, it is requested that your fuel tank be no more than one-quarter full when you arrive at the dealer for your appointment. However, do not cancel or delay an appointment because your fuel level is higher than that.**

**Important Additional Notice:** If you already have engine performance problems while starting or driving, please immediately contact your Kia dealer to have the repair conducted. Under such circumstances, you may request that your vehicle be towed to the nearest Kia dealer by phoning the Customer Assistance Center at the telephone number provided below.

Please do not take any out of area trips until you have this repair conducted. We are concerned that customers away from home are less likely to arrange for a repair if the problem starts to develop. Thus, please immediately call your dealer to arrange for a repair if you have any out of area travel planned.

Please present this notice to your dealer at the time of your appointment.

## **What If You Have Already Paid To Have This Situation Corrected?**

If you have incurred expense to remedy this issue prior to the date of this notice, you may have the opportunity to obtain reimbursement for that expense. Please contact the Kia Consumer Assistance number listed below for assistance in submitting your claim, or mail your receipts with a cover letter directly to Kia for review and consideration:

Consumer Assistance Center  
Kia Motors America, Inc.  
P.O. Box 52410  
Irvine, CA 92619-2410  
1-800-333-4542

## **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 submit a complaint to the Administrator, National Highway Traffic Safety Administration, 400 Seventh Street, SW., Washington, DC 40990; 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