

SAFETY RECALL NOTICE

September 22, 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