



November 24, 2010

ATTENTION: KIA DEALER PRINCIPALS

Kia Motors America, Inc. pursuant to the National Traffic and Motor Vehicle Safety Act is conducting a Voluntary Safety Recall Campaign to inspect the rear brake calipers on certain 2011 MY Kia Sorento vehicles and replace, if necessary.

The Technical Service Bulletin (TSB) that provides Vehicle Repair Procedures, Affected VIN Production Range, and Warranty Claim Information will be posted on the Kia Global Information System (KGIS) at www.kiatechinfo.com on November 24, 2010.

Your Kia Service Manager was sent copies 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. The owner letter will be mailed the week of November 29, 2010.

An initial shipment of parts will be shipped to your dealership to arrive no later than Monday, November 29, 2010. Your Service & Parts Managers are being provided with information regarding additional parts shipments/orders.

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 2011 MY Kia Sorento 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 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.

We appreciate your attention and cooperation in completing this voluntary safety recall campaign. If you have any questions, please contact your Kia District Parts/Service Manager.

Sincerely,

A handwritten signature in black ink, appearing to read "Neem Van der Reest".

Neem Van der Reest
Quality Analysis Manager

Enclosures