



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

March 9, 2011

MR. ROBERT BABCOCK
SENIOR MANAGER, REGULATION
AND CERTIFICATION DEPARTMENT
HYUNDAI-KIA AMERICA TECHNICAL CENTER, INC.
6800 GEDDES RD
SUPERIOR TOWNSHIP, MI 48198

NVS-215dgl
11V-153

SUBJECT: AUTOMATIC TRANSMISSION SHIFT CABLE INSPECTION

DEAR MR. BABCOCK:

This letter serves to acknowledge Hyundai-Kia America Technical Center, Inc.'s (Kia Motors Corporation) notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall campaign which will be conducted pursuant to Federal law for the vehicles listed below.

Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:
KIA/OPTIMA/2006-2008

NHTSA Campaign Number: 11V-153

Mfg's Report Date: March 3, 2011

Components: POWER TRAIN: AUTOMATIC TRANSMISSION: LEVER AND LINKAGE: COLUMN SHIFT

Potential Number of Units Affected: 70,115

Summary:

KIA IS RECALLING CERTAIN MODEL YEAR 2006-2008 OPTIMA VEHICLES MANUFACTURED FROM SEPTEMBER 29, 2005, THROUGH JUNE 13, 2007. THERE IS A POSSIBILITY THAT THE SHIFT CABLE MAY HAVE BEEN INSTALLED INCORRECTLY, CAUSING TENSION IN THE CABLE. IF PRESENT, THIS CONDITION COULD CAUSE THE CABLE TO DETACH FROM THE SHIFTER ASSEMBLY'S DOWEL PIN PREVENTING THE TRANSMISSION FROM BEING SHIFTED. THE SHIFT LEVER CAN THEN BE MOVED INTO THE PARK (P) POSITION WHILE THE VEHICLE'S TRANSMISSION IS STILL IN THE LAST USED GEAR BEFORE DETACHMENT.

Consequence:

IF THE DRIVER LEAVES THE VEHICLE WITHOUT ENGAGING THE PARKING BRAKE, THERE IS A POSSIBILITY THAT THE VEHICLE CAN ROLL INJURE A PERSON IN ITS PATH OR CAUSE A CRASH.

Remedy:

DEALERS WILL INSPECT THE SHIFT CABLE AND REINSTALL IF NECESSARY FREE OF CHARGE. THE SAFETY RECALL IS EXPECTED TO BEGIN DURING MARCH 2011. OWNER MAY CONTACT KIA AT 1-800-333-4542.

Notes:

KIA'S SAFETY RECALL CAMPAIGN NUMBER IS SC088. CUSTOMERS MAY CONTACT THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION'S VEHICLE SAFETY HOTLINE AT 1-888-327-4236 (TTY: 1-800-424-9153); OR GO TO [HTTP://WWW.SAFERCAR.GOV](http://www.safercar.gov).

This recall was the subject of a Preliminary Evaluation, PE10-046, conducted by the Office of Defects Investigation.

We have reviewed your proposed owner notification letter and it meets the requirements of Part 577. However, please revise your owner letters to include the following updated NHTSA hotline information: "...the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue, 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>."

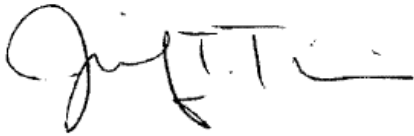
Please provide the following additional information and be reminded of the following requirements:

Copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on or before 30 days after the close of the calendar quarter.

Your contact for this recall will be Delia Lopez who may be reached by phone at 202-366-9525, or by email at Delia.lopez@dot.gov, or through the office email at RMD.ODI@dot.gov. We look forward to working with you toward a successful completion of this recall campaign.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Timian". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jennifer Timian
Chief, Recall Management Division
Office of Defects Investigation
Enforcement