



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

1200 New Jersey Avenue SE
Washington, DC 20590

April 29, 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-259

SUBJECT: REAR REFLEX REFLECTORS/FMVSS 108

DEAR MR. BABCOCK:

This letter serves to acknowledge Hyundai-Kia America Technical Center, Inc.'s (Hyundai Motor Company) notification to the National Highway Traffic Safety Administration (NHTSA) of a safety noncompliance with Federal Motor Vehicle Safety Standard No. 108, "Lamps, Reflective Devices, and Associated Equipment," in the products described below for which a safety recall campaign shall be conducted pursuant to Federal law.

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:
HYUNDAI/TUCSON/2010

NHTSA Campaign Number: 11V-259

Mfg's Report Date: April 20, 2011

Components: EXTERIOR LIGHTING

Potential Number of Units Affected: 7,829

Summary:

HYUNDAI IS RECALLING CERTAIN MODEL YEAR 2010 TUCSON VEHICLES MANUFACTURED FROM FEBRUARY 27, 2010, THROUGH APRIL 17, 2010 FOR FAILING TO COMPLY WITH FEDERAL MOTOR VEHICLE SAFETY STANDARD NO. 108, "LAMPS, REFLECTIVE DEVICES, AND ASSOCIATED EQUIPMENT," FOR THE PHOTOMETRY REQUIREMENTS OF THE REAR REFLECTOR ASSEMBLIES INSTALLED IN THE REAR BUMPERS.

Consequence:

THIS COULD LEAD TO REDUCED VISIBILITY OF THE REAR OF THE VEHICLE, INCREASING THE RISK OF A CRASH.

Remedy:

DEALERS WILL REPLACE THE REAR REFLECTOR ASSEMBLIES, FREE OF CHARGE. THE SAFETY RECALL IS EXPECTING TO BEGIN DURING JUNE 2011. OWNERS MAY CONTACT HYUNDAI'S CUSTOMER ASSISTANCE CENTER AT 1-800-633-5151.

Notes:

HYUNDAI'S SAFETY RECALL CAMPAIGN NUMBER IS 101. 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).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

We have reviewed your proposed owner letter and it meets the requirements of 49 CFR Part 577.

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 1-202-366-9525, 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 written in a cursive style with a large initial "J" and a long horizontal stroke at the end.

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