



April 20, 2011

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

11V-259
(3 Pages)

RE: Noncompliance Information Report

Dear Mr. Smith:

Pursuant to Part 573 of Title 49 of the Code of Federal Regulations, Hyundai Motor Company is submitting information concerning a recall that is being voluntarily initiated. Specific information as required by Section 573.6 is as follows:

573.6(c)(1)

Manufacturer - Hyundai Motor Company

Distributor - Hyundai Motor America

573.6(c)(2)

Model year 2010 Hyundai Tucson vehicles produced beginning on February 27, 2010 through April 17, 2010 are affected.

573.6(c)(3)

Approximately 7,829 model year 2010 Hyundai Tucson vehicles produced beginning on February 27, 2010 through April 17, 2010 are affected.

573.6(c)(4)

All of the vehicles identified above in 573.6(c)(2) are potentially affected.

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573.6(c)(5)

The rear reflex reflectors mounted in the rear bumper do not meet the photometry requirements required by FMVSS 108 S5.1.1.

573.6(c)(7)

Hyundai Motor Company first became aware of the possibility of rear reflector noncompliance with the photometry requirements of KMVSS Article 107 as a result of compliance tests conducted by the Korea Automobile Testing and Research Institute (KATRI) for the Korean Ministry of Land, Transport, and Maritime Affairs (MLTM) in December, 2010. After evaluating the results of the compliance tests, Hyundai has decided to conduct a recall in Korea to replace the rear reflex reflectors on affected vehicles. As the rear reflex reflector photometry requirements of KMVSS Article 107 are equivalent to those of FMVSS 108 S5.1.1, Hyundai will also conduct a recall in the United States to replace the rear reflex reflectors on the vehicles identified above in 573.6(c)(2).

Previous tests of the rear reflector assemblies had demonstrated that the photometry requirements of FMVSS 108 S5.1.1 had been met.

573.6(c)(8)

The supplier, IHL Co. Ltd., has determined that during manufacturing of the rear reflector assemblies for a period in February and March, 2010, the reflecting plate mold cleaning process was insufficient. Scale contaminated the molds and led to decreased reflecting performance of the rear reflector assemblies installed on the vehicles described above in 573.6(c)(2). The supplier has corrected their manufacturing procedures to ensure proper rear reflector photometry performance that meets the requirements of FMVSS 108 S5.1.1.

Hyundai Motor America will notify all owners of the Hyundai vehicles described in 573.6(c)(2) above to return their vehicles to their Hyundai dealers, who will replace the rear reflector assemblies. This service will be provided at no cost to vehicle owners.

Hyundai anticipates that owners will be notified by mail during June 2011, after NHTSA has approved the owner notification letter and sufficient quantities of replacement rear reflector assemblies have become available. Owner notification letters will be sent in one mailing.

Replacing the rear reflector assemblies of all vehicles affected by this recall would have been covered for 5 years or 60,000 miles under Hyundai's new vehicle limited warranty. As owners of these vehicles would not have incurred expenses for the warranted replacement of the rear reflector assemblies as a result of this condition on these 2010 model year vehicles, Hyundai believes that it is

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not necessary, and should not be required, to provide notification regarding reimbursement under section 577.11.

573.6(c)(10)

The Technical Service Bulletin containing the service procedure for replacing the rear reflector assemblies will be provided to NHTSA when available. Other relevant communications will also be forwarded when they are available.

573.6(c)(11)

A draft of the owner notification letter is attached.

573.6(c)(12)

Hyundai has assigned "Campaign 101" as the designation for the campaign.

Sincerely,



Robert Babcock
Senior Manager, Certification and Compliance Affairs

Attachment