



March 7, 2011

Attention: All Kia Service Managers

Kia Motors America, Inc. pursuant to the National Traffic and Motor Vehicle Safety Act is conducting a Voluntary Safety Recall Campaign to inspect and if necessary, reinstall the shift cable on certain 2006-2008 MY Kia Optima (MG) vehicles. 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. If the driver leaves the vehicle without engaging the parking brake, there is a possibility that the vehicle can roll creating the risk of a crash.

Enclosed is a copy of the owner notification letter and a Question and Answer Guide for recall questions, both of which describe the defect and the resulting risk to motor vehicle safety. The owner's letter will be mailed sometime during March, 2011, pending NHTSA's approval and the availability of parts.

PARTS: A bushing is needed only for vehicles that require reinstallation of the shift cable after inspection. Each dealer will receive an auto-shipment of five (5) bushings sometime in mid-March. Additional parts orders will be monitored by KMA.

The Technical Service Bulletin, SC088 can be accessed through the Kia Global Information System (KGIS) at www.kdealer.net and it provides the following information:

- Vehicle Repair Procedures
- Affected VIN Production Range
- Warranty Claim Information

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 2006-2008 MY Kia Optima (MG) 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 PRIVACY 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 safety recall campaign, and for no other purpose.

Your prompt attention in completing this recall is appreciated. If you have any questions, please contact your Kia District Parts/Service Manager.

Sincerely,

Neem Van der Reest
Quality Analysis Manager
Enclosures