



February 28, 2012

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 replace the clock spring contact assembly on some 2006-2008 MY Kia Optima and 2007–2008 MY Kia Rondo vehicles. There is a possibility that the clock spring contact assembly may become worn over time. If the clock spring contact assembly becomes damaged, it can cause high electrical resistance, which could prevent deployment of the driver's air bag in certain frontal collisions when air bag deployment is appropriate. If this condition occurs, the "AIR BAG" warning lamp will illuminate.

Enclosed is a copy of the owner notification letters 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 letters will be mailed on March 2, 2012 to 2006 MY Optima vehicle owners and on March 13, 2012 to 2007 MY Rondo vehicle owners, with subsequent mailings thereafter.** Owners are being asked:

- **To request the recall be performed on their vehicle "ONLY" if the "AIR BAG" warning lamp IS ILLUMINATED when the vehicle ignition is turned ON.**
- **If the "AIR BAG" warning lamp is NOT ILLUMINATED when the vehicle ignition is turned ON, the system is working properly, and no repair is needed at this time.**
- **To keep the customer notice in their vehicle, and if the "AIR BAG" warning light stays illuminated while the vehicle ignition is turned ON, they should contact their Kia dealership to schedule an appointment to have the recall performed on their vehicle.**

Kia is providing a lifetime warranty for the driver's air bag clock spring contact assembly on the vehicles involved in this campaign.

PARTS: During the week of February 27, 2012, dealers will receive an initial shipment of parts based upon the campaign VIN list for both Optima and Rondo vehicles. This shipment will include parts required for initial repairs of affected vehicles.

The Technical Service Bulletin, SC094 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 and 2007-2008 MY Kia Rondo 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,

A handwritten signature in black ink, appearing to read "Neem Van der Reest", is positioned below the word "Sincerely,".

Neem Van der Reest
Quality Analysis Manager
Enclosures