



**KIA MOTORS**  
Kia Motors America, Inc.  
P.O. Box 52410  
Irvine, CA 92619-2410  
1-800-333-4542

## SAFETY RECALL NOTICE

March 23, 2011

Dear Kia Optima Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Kia Motors has decided that a defect relating to motor vehicle safety exists in certain 2006–2008 Model Year Kia Optima (MG) vehicles. Our records indicate that you own or lease one of the potentially affected vehicles.

### **What Is The Problem?**

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.

### **What Will Kia Do?**

Your Kia dealer will inspect the shift cable and reinstall if necessary, at no cost to you.

### **What Should You Do?**

- Please contact your Kia dealership to schedule an appointment to have this safety recall performed. The actual time required to repair your vehicle depends on the dealer's work load; therefore, we recommend scheduling a service appointment to minimize inconvenience. Present this notice to your dealer at the time of your appointment.

**IMPORTANT NOTICE: Always engage the parking brake when placing your vehicle in Park. This is especially important until you can take your vehicle to the dealer to have this campaign performed.**

**ADDITIONAL IMPORTANT NOTICE: If you are unable to select or engage drive gears in your vehicle, contact your Kia dealer to have the vehicle inspected. Under such circumstances, you may request that your vehicle be towed to the nearest Kia dealer at no cost to you by phoning Kia Roadside Assistance at (800) 333-4KIA (4542).**

### **What If You Have Already Paid To Have This Situation Corrected?**

If you have incurred expense to remedy this issue prior to the date of this notice, you may have the opportunity to obtain reimbursement for that expense. Please contact the Kia Consumer Assistance number listed below for assistance in submitting your claim, or mail your receipts with a cover letter directly to Kia for review and consideration:

Consumer Assistance Center  
Kia Motors America, Inc.  
P.O. Box 52410  
Irvine, CA 92619-2410  
1-800-333-4542

### **Have You Changed Your Address Or Sold Your Kia?**

If you have changed your home address, sold your Kia vehicle, or no longer own your vehicle, please complete the attached prepaid "Change of Address/Ownership" card and mail it to us.

### **What If You Are A Vehicle Lessor?**

**Federal regulation requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.**

### **What If You Have Other Questions?**

If your dealer does not respond to your service request in a timely manner, we suggest that you call Kia's Consumer Assistance Center at 1-800-333-4542. This number has TTY capability. If you still are not satisfied that we have remedied this situation, without charge and within a reasonable amount of time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue, S.E., Washington, DC 40990; 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>

This action has been taken in the interest of your safety, and we regret any inconvenience this situation may cause you.

Sincerely,

Consumer Affairs Department