

SAFETY RECALL NOTICE

March 2, 2012

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 clock spring contact assembly for the driver's air bag in the steering wheel of your vehicle may become worn over time. If that occurs, it could increase electrical resistance in the system and illuminate the 'AIR BAG' warning light on your instrument panel. In the event of a crash, the driver's air bag may not deploy and will not be able to properly protect the driver, increasing the risk of injuries.

What Will Kia Do?

- Kia will provide a lifetime warranty for the driver's air bag clock spring contact assembly for your vehicle.
- If the "AIR BAG" warning light on your instrument panel remains illuminated after the ignition switch is turned ON, your Kia dealer will replace the clock spring contact assembly on your vehicle at no cost to you.

What Should You Do?

- If the "AIR BAG" warning light remains illuminated on your vehicle's instrument panel after the ignition switch is turned ON (approximately 6 seconds), please promptly 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: If the "AIR BAG" warning light on the instrument panel of your vehicle is not illuminated during driving, the driver's air bag is operating properly and you DO NOT need to schedule an appointment to have the recall repair performed at this time. Please keep this recall notice in the vehicle's glove box with other important vehicle documents, and if the "AIR BAG" warning light illuminates and stays illuminated while the vehicle is running, please contact your Kia dealer to schedule an appointment so the dealer may diagnose and repair the cause for the "AIR BAG" warning light illumination and replace the clock spring contact assembly.**

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 20590; 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