



SAFETY RECALL NOTICE

September XX, 2011

Dear Kia Sorento 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 which relates to motor vehicle safety exists in certain 2007-2008 Kia Sorento vehicles. Our records indicate that you own or lease one of the potentially affected vehicles.

What Is The Problem?

The front passenger air bag may be turned off when an adult is in the passenger seat. The front passenger air bag is designed to be turned off in limited circumstances including when children and small adults are seated in the front passenger seat, there is a child restraint in that seat or the seat is not occupied. The vehicle's Occupant Classification System (OCS), which classifies the occupant in the front passenger seat, may misclassify an adult passenger as a child or child seat and improperly turn off the passenger side air bag. When the air bag is deactivated the "PASSENGER AIR BAG OFF" light will illuminate on the center instrument panel. With the front passenger airbag off, the front passenger will not have the protection which is afforded by the passenger air bags in certain collisions, thus potentially increasing the risk of occupant injury.

What Will Kia Do?

Your Kia dealer will update the programming of the Sorento OCS control module at no charge to you, when you schedule an appointment and take your vehicle to your Kia dealership. This is the same programming as made available under a previous Service Campaign. Our records indicate that this work has not been done on your vehicle.

What Should You Do?

Contact your Kia dealer to schedule a service appointment. The actual time required to reprogram your vehicle's OCS 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.

Note: In May 2009 and November 2009, you may have received notification of the voluntary Service Campaign SC076 to have an OCS programming update completed. This safety recall replaces that campaign. If you have recently had the OCS on your vehicle repaired as part of Service Campaign SC076, no further action on your part is necessary as the repair procedure is identical. If you are unsure of whether you still need this repair, please contact your Kia dealership to determine whether the OCS programming has been upgraded with the SC076 remedy.

Precautions For You To Take

- Always have your front passenger wear his or her seatbelt. Seatbelts are the most important safety device available.
- Children under 12-years old and younger should sit in the backseat, using age-appropriate and size-appropriate child seats, boosters and seatbelts as warranted for the particular seat. Additional information on child passenger safety and seating positions is available to the public at www.safercar.gov.
- When an adult is in the front passenger seat, and after starting your engine, check the center instrument panel to see if the "PASSENGER AIRBAG OFF" light is illuminated.
- If the PASSENGER AIRBAG OFF light is illuminated with an adequately sized adult present, reset

the OCS by either turning the engine off and on, or having the passenger get off the seat cushion for 3 seconds. Then have the front passenger sit “with the seat in an upright position, centered on the seat cushion, with the person’s legs comfortably extended, feet on the floor, and wearing the safety belt properly” as provided by the Owner’s Manual.

- Classification of the front passenger should occur immediately, but can take as long as 15 seconds with certain persons, and occasionally as long as 30 seconds to complete. (Longer is possible in very cold weather).
- After this classification, the front passenger can adjust his or her seating position without changing the working status of the airbag, so long as the engine remains on and the occupant does not get completely off of the seat cushion.

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 believe that Kia has failed or is unable to remedy the defect, 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, SE., 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