



January 13, 2012

Mr. Frank S. Borris, Director
Office of Defects Investigation
National Highway Traffic Safety Administration
1200 New Jersey Avenue, SE, W45-302
Washington, DC 20590

VIA FEDERAL EXPRESS AND EMAIL

RE: Recall Campaign
2006-2008 MY Kia Optima and 2007-2008 MY Kia Rondo Clock Spring Contact Assembly

Dear Mr. Borris:

The following information is submitted in accordance with Part 573 of Title 49 of the Code of Federal Regulations:

573.6(C) (1)

| | |
|-----------------------------------|--|
| Manufacturer: | Kia Motors Corp. |
| Importer: | Kia Motors America, Inc. |
| Agent Designated by Manufacturer: | Robert Babcock Hyundai-Kia America Technical Center, Inc. |

573.6(C) (2)

| | |
|---|--|
| Identification of Vehicle, Make, Model Year and Manufacturing Date: | Some 2006-2008 MY Kia Optima vehicles produced from September 29, 2005 through January 29, 2008; |
|---|--|

Some 2007-2008 MY Kia Rondo vehicles produced from September 13, 2006 through March 21, 2008.

573.6(C) (3)

| | |
|---------------------------|--|
| Total Number of Vehicles: | Approximately 95,569 Model Year 2006-2008 Kia Optima Vehicles and approximately 50,186 Model Year 2007-2008 Kia Rondo vehicles are affected. |
|---------------------------|--|

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573.6(C) (4)

Percentage of Vehicles Estimated to Actually Contain the Defect:

All of the vehicles identified above in 573.6(C) (3) are potentially affected.

573.6(C) (5)

Description of Defect:

The clock spring contact assembly for the driver's air bag supplemental restraint system (SRS) on the vehicles identified in 573.6(C) (2) above may become damaged through usage over time. If the clock spring contact assembly becomes damaged, the driver's air bag electrical circuit will experience a high resistance condition, which will cause the "AIR BAG" warning lamp on the instrument panel to illuminate notifying the driver that the air bag system requires service, and potentially will cause the driver's air bag to not deploy in an accident when air bag deployment is appropriate.

The above condition may increase the risk of injury in an accident if the driver's air bag does not deploy when air bag deployment is appropriate.

573.6(C) (6)

Basis for Defect Determination:

In November, 2011, KMA identified this issue during its review of field information. KMC then commenced an evaluation and analysis of the field information with the vendor and found out the clock spring warranty claims are primarily related to high resistance for the second stage circuit due to the condition described in 573.6(C) (5).

On January 11, 2012, KMC concluded that the product condition described in Section (C) (5) existed and warranted a safety recall.

Kia is not aware of any accidents or injuries as a result of Clock spring contact assembly high resistance condition.

573.6(C) (8)

Program to Remedy Defect:

To ensure enough initial parts inventory to repair affected vehicles experiencing the AIR BAG warning lamp ON condition, all owners of vehicles identified in (C) (3) will be notified by first class mail with instructions to contact their Kia dealer to schedule an appointment "if the AIR

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BAG warning lamp is ON,” so the dealer may diagnose and repair the cause for the “AIR BAG” warning lamp illumination and replace the clock spring contact assembly.

Owners will be advised that if the vehicle ”AIR BAG” warning lamp is “NOT ON,” the driver’s air bag is operating properly, and they DO NOT need to schedule an appointment to have the recall repair performed at this time.

Owners will be further instructed to keep the owner notification letter in the vehicle’s glove box with other important vehicle documents, and if the “AIR BAG” warning lamp comes ON, they should contact their Kia dealer to schedule an appointment so the dealer may diagnose and repair the cause for the “AIR BAG” warning lamp illumination and replace the clock spring contact assembly.

573.6(C) (8) (ii)

Estimate Date for Notification of Defect to Owners and Dealers

The estimated date of notification to dealers and customers will be sometime in March, 2012.

573.6 (C) (11)

Notices

Drafts of the owner notification letters are attached. The Technical Service Bulletin SC094 will be provided to NHTSA in the near future.

573.6 (C) (12)

Manufacturer’s Campaign Number If Different From Identification Number Assigned by NHTSA

SC094

Sincerely,



Robert Babcock
Senior Manager,
Regulation and Certification Department