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May 29, 2012

Ms. Nancy Lewis
Associate Administrator for Enforcement
National Highway Traffic Safety Administration
Attn: Recall Management Division (NVS-215)
1200 New Jersey Avenue, SE,
Washington, DC 20590

VIA FEDERAL EXPRESS

RE: Voluntary Safety Recall Campaign
2006-2008 MY Rio Occupant Classification System Mat

Dear Ms. Lewis:

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

Sincerely,

A handwritten signature in black ink that reads 'Robert Babcock'.

Robert Babcock
Director, Certification and Compliance Affairs

Hyundai-Kia America Technical Center Inc.
6800 Geddes Road, Superior Township, MI 48198
TEL: 734-337-9499 FAX: 734-483-5919
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VOLUNTARY 573.6 REPORT 2006-2008 KIA RIO

573.6(C) (1)

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

573.6(C) (2)

Identification of Vehicle, Make, Model Year and Manufacturing 2006-2008 MY Kia Rio vehicles manufactured from February 20, 2005 through December 9, 2007. These vehicles contain an IEE occupant classification system (OCS) sensor mat which can experience fatigue cracking of an internal serpentine printed circuit.

Recall Population Determination Kia Motors Corp. was advised by IEE that seat mats used beginning December 10, 2007 contain a reshaped and thus more durable, internal serpentine printed circuit.

Identification of Component Manufacturer IEE S.A.
ZAE Weiergewan
11, rue Edmond Reuter
L-5326 Contern, Luxembourg
+352-2454-2474

573.6(C) (3)

Total Number of Vehicles: Approximately 72,568 2006-2008 MY Kia Rio vehicles contain this condition.

573.6(C) (4)

Percentage of Vehicles Estimated to Actually Contain the Defect: The defect potentially exists in any of the vehicles identified in 573.6(C)(2) above. The percentage that would experience fatigue cracking during the life of the vehicle cannot be determined.

573.6(C) (5)

Description of Defect: The OCS passenger seat sensor mat has a serpentine printed circuit which can experience fatigue cracking over time as a result of repeated flexing of the mat due to occupant use. If sufficient cracking occurs, the airbag warning light on the instrument panel will illuminate. The deployment of the front passenger airbag during an impact with a child present could possibly result in airbag caused injury to the child.

573.6(C) (6)

Basis for Defect Determination: See attached chronology.

573.6(C) (8)(i)

Program to Remedy Defect:

To ensure enough initial parts inventory to repair affected vehicles, 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 their instrument panel air bag warning light is on, so the dealer can replace the passenger seat OCS mat. Kia will replace the front passenger seat OCS seat mat at no charge and will reimburse owners for repair expenses to the extent such reimbursement is consistent with KMA's General Reimbursement Plan filed with NHTSA.

Once sufficient OCS seat sensor mats have been made available to KMA, all owners who did not bring their vehicles in for the recall repair as a result of the air bag warning light being on will be notified by first class mail to bring their vehicle in to have the passenger OCS seat mat replaced.

573.6(C) (8) (ii)

Estimate Date for Notification of

Defect to Owners and Dealers

The estimated date of notification to dealers is sometime in July 2012.

The first notification letters to owners will begin to be sent out sometime in July 2012. The second date of notification cannot yet be estimated, pending further information from IEE.

573.6 (C) (10)

Notices

A draft of the owner notification letter is attached. The Technical Service Bulletin SC097 will be provided to NHTSA in the near future.

573.6 (C) (11)

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

SC097

Chronology re Basis of Defect Determination 573.6(c)(6)

November 22, 2006	KMA sends Product Quality Technical Report to KMC regarding 4 OCS sensor mat inoperative incidents.
January 2, 2007	KMC advises KMA that a new OCS sensor mat is under development by the supplier.
September 7, 2007	Improved IEE seat mat introduced into production.
December 10, 2007	Further improved seat mat introduced into production.
March 11, 2009	KMA analyzes warranty claims for cushion assembly repairs for Rios produced between 2/1/2007 and 1/1/2009 and determines that various nature, cause and operation codes are associated with the repairs.
March 12, 2009	KMA sends Product Quality Report to KMC regarding air bag light on for 2007-2009 Rio. Sensor mat is identified as source of issue due to cracking in serpentine printed circuit both pre and post 9/2007 production modification.
March 13, 2009	KMC advises KMA that the sensor mat design was changed as of December 10, 2007 production. KMA instructed by KMC follow normal repair procedures when it is necessary to replace mats in the field.
August 22, 2011	ODI advises KMA of concern that KMA field data indicates a high repair trend for the 2007-2008 Rio and questions whether Rio underwent an OCS sensing logic change in about December 2007.
August 23, 2011	Second tier supplier IEE advises KMA that no logic change has occurred and that warranty claims do not support field action.
August 23, 2011	KMA advises ODI that no logic change had occurred and that warranty claims are based on physical issues related to the seat mat and KMA's preliminarily evaluation was that various nature and cause codes had been identified as the source of repairs.
September 13, 2011	KMA evaluates warranty and field data and reports information to KMC. 8,115 warranty claims. No undesired front passenger airbag deployments identified. No injuries identified.
September 21, 2011	KMC reports information to first tier supplier, Hyundai Mobis.
December 15, 2011	Hyundai Mobis responds that no field action is warranted.
December 22, 2011	KMA recommends to KMC that Hyundai Mobis further consider field action due to warranty claims.
December 28, 2011	KMC recommends to Hyundai Mobis that it further consider field action due to warranty claims.
March 30, 2012	KMC and KMA decide to conduct further review of all Rio OCS information.
April 10, 2012	KMA completes update of warranty and field data for review. No undesired front passenger airbag deployments nor injuries identified.
May 2-3, 2012	KMA meets with KMC to evaluate data and positions of Hyundai Mobis and IEE regarding possible field actions.
May 23, 2012	KMC decides that a recall pursuant to 49 CFR 573 is warranted. Symptom is air bag warning light on reports and repair is to

	replace passenger OCS seat mat. Warranty claims-9,234; field reports-5. No reports of undesired airbag deployments nor injuries.
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