



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

SAFETY RECALL NOTICE

July 26, 2012

Dear Kia Rio 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 Rio vehicles. Our records indicate that you own or lease one of the potentially affected vehicles.

What Is The Problem?

Your vehicle has a sensor mat in the front passenger seat to provide data for the Occupant Classification System (OCS) to determine whether the front passenger air bag should or should not deploy. The printed circuits in the sensor mat can experience fatigue cracking through use over time. If sufficient cracking occurs, the OCS will cease to function, the air bag warning light on the instrument panel will illuminate and during an impact the front passenger air bag will deploy even with a child present in the front passenger seat. Such deployment could cause injury to the child. Be aware that if the OCS has been disabled, the air bag warning light on the instrument panel will remain illuminated at all times while the vehicle is in operation.

What Will Kia Do?

- Kia has advised authorized Kia brand dealers to repair all 2006-2008 Rio vehicles which **currently** have the air bag warning light illuminated on the instrument panel. The air bag warning light is designed to illuminate when you turn the ignition on, but should turn off after 6 seconds if the OCS is functioning properly. If the air bag warning light on your instrument panel remains illuminated during vehicle operation, your Kia dealer will replace the front passenger seat OCS seat sensor mat at no cost to you. Dealers will begin performing this repair in July, 2012.
- If the air bag warning light does not remain illuminated during vehicle operation, Kia has not authorized dealers to conduct repairs at this time due to the need to first repair all vehicles which currently have this issue while the supplier of the OCS sensor mats builds up the necessary inventory to replace the mats in all 2006-2008 Rio vehicles. Kia has requested that the OCS mat supplier, IEE Electronics, manufacture sensor seat mats as promptly as possible. Once sufficient seat mats have been received from the supplier, a further letter will be sent to all owners who have not had the repair conducted so that they may schedule appointments at that time.

What Should You Do?

- Your Owner's Manual instructs you not to place children, including infants in the front passenger seat.

"Even though your vehicle is equipped with the occupant classification system, children aged 12 and under should be seated in the rear seats. Do not install a child restraint system in the front passenger seat. The child could be severely injured or killed if the air bag deploys."

This instruction is even more important if the front passenger OCS is not working.

- If the air bag warning light on your vehicle's instrument panel continues to remain on after the initial start up process, which is normally 6 seconds, please promptly contact your Kia dealership to

schedule an appointment to have this safety recall performed. The estimated time required to repair your vehicle is approximately one hour. However, 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 vehicle operation, please DO NOT seek to have the repair performed at this time so that Kia can assure that any persons with their air bag warning lights on can have their vehicles promptly repaired. Instead, please keep this recall notice in the vehicle's glove box with other important vehicle documents, and if the air bag warning light stays illuminated while the vehicle is in operation, contact your Kia dealer to schedule the repair.**

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**

Pursuant to the General Reimbursement Plan issued by Kia pursuant to Federal Regulation 49 CFR 573.13, Kia will use its best efforts to respond to your claim within sixty (60) days of receipt and at that time Kia may either accept or reject that claim or it may request more information to evaluate the claim.

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