



KIA MOTORS

Kia Motors America, Inc.

P.O. Box 52410

Irvine, CA 92619-2410

1-800-333-4542

SAFETY RECALL 12V-244 REMEDY NOW AVAILABLE

November 15, 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 previously sent you a notice about the existence of a defect relating to motor vehicle safety in your vehicle. **This letter is to notify you that the necessary remedy parts are now available.** Our records indicate that you own or lease one of the potentially affected vehicles and that it has not yet been remedied. Kia urges you to contact a Kia dealership to schedule an appointment to have the front passenger seat Occupant Classification System (OCS) sensor mat replaced **even if the "AIR BAG" warning light is not illuminated on your vehicle's instrument panel.**

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?

- Your Kia dealer will replace the front passenger seat OCS sensor mat on your vehicle at no cost to you.

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.

- Please 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.

- If you have already taken your vehicle to the Kia dealership and this repair was performed, please disregard this notice.

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