

SAFETY RECALL NOTICE

June 15, 2012

Dear Kia Borrego 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 2009 MY Kia Borrego vehicles. Our records indicate that you own or lease one of the potentially affected vehicles.

What Is The Problem?

The high strength plastic mount for the brake pedal is designed to break off in certain collisions to help protect the driver's leg from injury when the brake is being applied during impact. Certain pedal mounts may have a fiberglass composition that allows them to break off in a collision where the impact has not immobilized the vehicle, which could then roll. The driver would then be required to stop the vehicle with the parking brake or experience a possible second impact, which could result in personal injury.

What Will Kia Do?

Kia has advised authorized Kia brand dealers to replace the brake pedal mount in your vehicle at no cost to you. Dealers will have the parts necessary to perform this repair beginning June 15, 2012.

What Should You Do?

- If you are in a frontal collision before you have this recall repair performed, your brake pedal mount may break off if your foot is on the brake pedal at the moment of impact in order to help protect your leg from injury. However, such breakage may occur in a collision which still allows your vehicle to roll. Therefore, after any collision, set your parking brake to eliminate any possible additional vehicle movement and the risk of a further impact until you can confirm your vehicle's brake is functioning. Failure to do so could result in a secondary impact.
- Beginning June 15, 2012, 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 and half hours. 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.

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