



U.S. Department of Transportation  
**National Highway Traffic Safety  
Administration**

1200 New Jersey Avenue SE  
Washington, DC 20590

February 14, 2014

Mr. Robert Babcock  
Kia Motors Corporation  
Hyundai-Kia America Technical Center Inc  
6800 Geddes Road  
Superior Township, MI 48198

NVS-215KS  
14V-023

**Subject:** Incorrect Certification Label/ FMVSS 110

Dear Mr. Babcock:

This letter serves to acknowledge Kia Motors Corporation's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

**Makes/Models/Model Years:**

KIA/SPORTAGE/2014

**Mfr's Report Date:** January 24, 2014

**NHTSA Campaign Number:** 14V-023

**Components:**

EQUIPMENT:OTHER:LABELS

**Potential Number of Units Affected:** 11,961

**Problem Description:**

Kia Motors Corporation (Kia) is recalling certain model year 2014 Kia Sportage vehicles manufactured September 30, 2013, through January 11, 2014. The certification label has incorrect tire pressure information printed on it, listing a specification that is 1 or 2 psi below the correct information. Thus, these vehicles do not conform to Federal Motor Vehicle Safety Standard (FMVSS) 110, "Tire Selection and Rims for Passenger Cars."

**Consequence:**

Maintaining tire pressure below the recommend specification could result in premature tire wear, increasing the risk of a crash.

**Remedy:**

Kia will notify owners, and dealers will correct the label information, and owners will also receive a sticker to put into the owners manual, free of charge. The recall is expected to begin in February 2014. Owners may contact Kia at 1-800-333-4542. Kia's recall campaign number is SC103.

**Notes:**

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to [www.safercar.gov](http://www.safercar.gov).

We have received Kia's proposed owner notification letter and it is currently under review. You will be notified of any changes or concerns once our review is complete.

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

Please be reminded of the following requirements:

Copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

On August 20, 2013, NHTSA announced new changes to the requirements governing safety recalls. Some of these requirements are already in effect. Please ensure your company will be in compliance with each requirement on, or before, its respective effective date. For a summary of the requirements and their effective dates please click on the "New!" link at <http://www.safercar.gov/Vehicle+Manufacturers>.

Your contact for this recall will be Kelly Schuler who may be reached by phone at (202) 366-5227, or by email at [kelly.schuler@dot.gov](mailto:kelly.schuler@dot.gov) or through the office email at [rmd.odi@dot.gov](mailto:rmd.odi@dot.gov). We look forward to working with you.

Sincerely,



Jennifer Timian  
Chief, Recall Management Division  
Office of Defects Investigations  
Enforcement