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(3 pages)



January 24, 2014

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 Noncompliance Recall Campaign
2014 Sportage Certification Label

Dear Ms. Lewis:

On behalf of Kia Motors Corporation (KMC), Hyundai-Kia America Technical Center, Inc. (HATCI) is submitting the following information 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,
HATCI Certification & Compliance Affairs

Hyundai-Kia America Technical Center Inc.
6800 Geddes Road, Superior Township, MI 48198
TEL: 734-337-9499 FAX: 734-483-5919
www.hatci.com

VOLUNTARY 573.6 REPORT
2014 MY SPORTAGE

573.6(C) (1)

Fabricating Manufacturer:
Agent Designated by Manufacturer:

Kia Motors Corporation
Robert Babcock
Hyundai-Kia America Technical Center, Inc.

573.6(C) (2)

Identification of Vehicle, Make,
Model Year and Manufacturing

Approximately 11,961 model year 2014 Sportage vehicles
manufactured from September 30, 2013 through January
11, 2014.

Recall Population Determination

The recall population was determined based on
manufacturing records.

573.6(C) (3)

Total Number of Vehicles:

Approximately 11,961 identified in 573.6 (C)(2) above will
be subject to this recall.

573.6(C) (4)

Percentage of Vehicles Estimated to
Actually Contain the Noncompliance:

The noncompliance exists in all vehicles
identified in 573.6(C)(2) above.

573.6(C) (5)

Description of Noncompliance:

The certification label on affected Sportage vehicles does
not comply with FMVSS 110 "Tire Selection and Rims".
The correct information is provided on the "Tire Loading
and Information" label. However, the tire pressure
information printed on the certification label is either 1 or 2
psi below the correct information found on the "Tire
Loading and Information" label, depending on the tire rim
size.

573.6(C) (7)

Basis for Noncompliance Determination:

On January 6, 2014, KMC identifies the tire pressure
information on the certification label is incorrect. On
January 12, 2014, KMC incorporates the corrected tire
pressure information on the certification label to production

vehicles. On January 20, 2014, KMC decides to conduct a recall.

573.6(C) (8)(i)

Program to Remedy Noncompliance:

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. Dealers will be instructed to affix a partial overlay which will permanently cover and block out the tire pressure information. Owners will also be provided a sticker to place over the incorrect tire pressure information in the Owner's Manual.

Kia will reimburse owners for repair expenses already incurred pursuant to Kia's General Reimbursement Plan filed April 30, 2012

573.6(C) (8) (ii)

Estimate Date for Notification of
Noncompliance to Owners and Dealers:

The estimated date of notification to dealers is sometime in February 2014.

The estimated date of notification to all owners is sometime in February 2014.

573.6 (C) (10)

Notices

A draft of the owner notification letter is attached. The Technical Service Bulletin SC103 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

SC103