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By Recall Management Division at 7:28 am, Jun 10, 2014



June 9, 2014

Ms. Nancy Lewis  
Associate Administrator for Enforcement  
National Highway Traffic Safety Administration  
1200 New Jersey Avenue, SE  
Washington, D.C. 20590

RE: Defect Information Report

Dear Ms. Lewis:

On behalf of Hyundai Motor Company (HMC), Hyundai America Technical Center, Inc. (HATCI) is submitting the following information for HMC in accordance with Part 573 of Title 49 of the Code of Federal Regulations. This information as required by Section 573.6 is concerning a recall that is being voluntarily initiated by HMC.

573.6(c)(1)

Manufacturer - Hyundai Motor Company

Distributor - Hyundai Motor America

573.6(c)(2)

Certain 2010 through 2012 model year Hyundai Elantra Touring vehicles produced from December 15, 2009 through May 7, 2012 for sale in the United States are affected.

573.6(c)(3)

Approximately 35,000 2010-2012 model year Hyundai Elantra Touring vehicles are affected in the United States.

573.6(c)(4)

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

HATCI is an authorized representative of both Hyundai Motor Company and Kia Motors Corporation; which are separate and distinct automotive manufacturers.

**Hyundai-Kia America Technical Center, Inc.**

All of the vehicles identified above in 573.6(c)(2) are potentially affected.

573.6(c)(5)

The headliner in the affected vehicles contains a strengthening metal bracket attached to the headliner. During a side impact, the bracket may become dislodged and travel in the direction of an occupant. If the bracket makes contact with an occupant during a side airbag deployment, the occupant can be injured.

573.6(c)(6)

On March 29, 2013, Hyundai notified NHTSA that it would conduct a safety related recall to install industrial manufacturing adhesive strips to the headliner on certain 2011-2013 Hyundai Elantra sedan vehicles. In December 2013, NHTSA initiated RQ13-004 to investigate model year 2009-2012 Hyundai Elantra Touring vehicles. Elantra Touring vehicles produced from December 15, 2009 through May 7, 2012 are equipped with support brackets similar (but not identical) to those in the recalled Elantra sedan vehicles. During the RQ, one 2010 Elantra Touring vehicle in a salvage yard was identified with a side curtain airbag deployment and what appeared to be a dislodged metal support bracket. No injuries were associated with this vehicle.

In cooperation with NHTSA, curtain airbag deployment testing was conducted on June 3, 2014 at Hyundai's facility in Ann Arbor, Michigan. During one deployment test, the headliner support bracket dislodged.

To preclude this condition from occurring during a side curtain air bag deployment, Hyundai has decided to conduct a voluntary recall to install the industrial manufacturing adhesive strips to the headliner to further secure the bracket to the headliner on certain 2010-2012 Hyundai Elantra Touring vehicles. The recall will also include installing the industrial manufacturing adhesive strips to the service part headliner assemblies in U.S. inventory.

573.6(c)(8)

Hyundai Motor America will notify all owners of the Hyundai vehicles described in 573.6(c)(2) above to return their vehicles to their Hyundai dealers, who will apply the industrial manufacturing adhesive strips to the vehicle's headliner.

Hyundai anticipates that owners will begin to be notified by mail during the third quarter of 2014 after NHTSA has approved the owner notification letter.

In accordance with the requirements of Part 573.13, Hyundai will provide for reimbursement to vehicle owners eligible for pre-notification remedies as follows:

573.13(c)(1) Reimbursement Period Beginning Date:

(iii) June 09, 2013, which is one year prior to the date of this Part 573 notice to NHTSA.

573.13(c)(2) Reimbursement Period Ending Date:

**Hyundai-Kia America Technical Center, Inc.**

- (i) Ten calendar days after the last owner notification has been mailed. This date will be determined based upon the actual final owner notification date and NHTSA will be provided with that date when it becomes available.

**573.13(d) Reimbursement Conditions:**

(1) Reimbursement is excluded for costs incurred within the period during which Hyundai's original or extended warranty (where Hyundai provided written notice of the terms of the extended warranty to owners) would have provided for a free repair of the condition addressed by the recall, without any payment by the consumer, unless a franchised dealer or authorized representative of Hyundai denied warranty coverage or the repair made under warranty did not remedy the problem addressed by the recall.

(2)(i)(A) Reimbursement is excluded if the pre-notification remedy was not of the same type as the recall remedy.

(2)(i)(B) Reimbursement is excluded if the pre-notification remedy did not involve repair of the headliner brackets.

(2)(i)(C) Reimbursement is excluded if the pre-notification remedy was not reasonably necessary to correct a condition addressed by repair of the headliner brackets.

(2)(ii) It is not required that the pre-notification remedy be identical to the remedy elected by Hyundai as described in this Part 573 notice to NHTSA.

(4) Reimbursement is excluded if the claimant does not submit adequate documentation to Hyundai at an address or location designated pursuant to § 573.13(f). The plan requires that the following documentation be submitted:

- (i) Name and mailing address of the claimant;

(Hyundai also requests that claimants provide telephone numbers at their option.)

- (ii) Identification of the product that was recalled:

Make, model, model year, vehicle identification number, and a copy of the current vehicle registration.

- (iii) Identification of the recall (117);

- (iv) Identification of the owner or purchaser of the recalled motor vehicle at the time that the pre-notification remedy was obtained;

- (v) A receipt for the pre-notification remedy, which may be an original or copy:

(A) If the reimbursement sought is for a repair, Hyundai requires that the receipt indicate that the repair addressed a condition related to repair of the headliner brackets, and state the total amount paid for the repair of that condition. Itemization of a receipt of the amount for labor, other costs and taxes, may not be required unless it is unclear on the face of the receipt that the repair for which reimbursement is sought addressed only the pre-notification remedy concerning a condition related to repair of the headliner brackets.

**Hyundai-Kia America Technical Center, Inc.**

(Hyundai also requests that the name, address and telephone number of the repair facility be provided on the receipt, and that the receipt be marked "Paid in Full" or that a cancelled check or credit card receipt be provided.)

- (vii) If the pre-notification remedy was obtained at a time when the vehicle or equipment could have been repaired or replaced at no charge under a Hyundai original or extended warranty program, documentation indicating that Hyundai's dealer or authorized facility either refused to remedy the problem addressed by the recall under the warranty or that the warranty repair did not correct the problem addressed by the recall.

**573.13(e) Amount of Costs to Be Reimbursed:**

(1)(i) The amount of reimbursement shall not be less than the lesser of:

- (A) The amount paid by the owner for the remedy, or
- (B) The cost of the associated labor at local labor rates, miscellaneous fees such as disposal of waste, and taxes.

(1)(ii) Any associated costs, including, but not limited to, taxes or disposal of wastes, may not be limited.

**573.13(f) Address and Authorized Facility for Reimbursement Claim Submittal**

ATTN: Hyundai Customer Connect Center (117)  
Hyundai Motor America  
PO Box 20850  
Fountain Valley, CA 92728-0850

**573.13(g) Hyundai Response to Request for Reimbursement**

(1) Hyundai shall act upon a claim for reimbursement within 60 days of its receipt. If Hyundai denies the claim, Hyundai must send a notice to the claimant within 60 days of receipt of the claim that includes a clear, concise statement of the reasons for the denial.

(2) If a claim for reimbursement is incomplete when originally submitted, Hyundai shall advise the claimant within 60 days of receipt of the claim of the documentation that is needed and offer an opportunity to resubmit the claim with complete documentation.

**573.13(h) Reimbursement Form**

Reimbursement shall be in the form of a debit card.

**573.13(i) Reimbursement Plan Availability to the Public**

This reimbursement plan is available to the public upon request.

**573.6(c)(10)**

A draft of the Technical Service Bulletin will be forwarded when available.

A draft copy of the dealer communication will be forwarded when available.

**Hyundai-Kia America Technical Center, Inc.**

573.6(c)(11)

A draft of the owner notification letter will be forwarded when available.

573.6(c)(12)

Hyundai has assigned "Campaign 117" as the designation for the campaign.

Sincerely,

A handwritten signature in black ink that reads "Robert Babcock". The signature is written in a cursive style with a large, prominent "R" at the beginning.

Robert Babcock  
Director, HATCI Certification and Compliance Affairs