



March 3, 2014

ATTENTION: KIA DEALER PRINCIPALS

Kia Motors America, Inc. pursuant to the National Traffic and Motor Vehicle Safety Act is conducting a Voluntary Non-Compliance Recall Campaign for FMVSS110/2014 MY Sportage Incorrect Certification Label to affix a partial overlay on the tire pressure information of the Vehicle Certification Label on some 2014 MY Kia Sportage vehicles.

The Technical Service Bulletin (TSB) that provides Vehicle Repair Procedures, Affected VIN Production Range, and Warranty Claim Information will be posted on the Kia Global Information System (KGIS) at www.kiatechinfo.com on **March 3, 2014**.

Your Service Manager was sent a copy of the owner notification letter, a Q&A guide for recall questions, both of which describe the non-compliance and the resulting risk to motor vehicle safety, and information on how to access the list of retailed 2014 MY Kia Sportage owners on WEBDCS.

What Should You Do

Please make certain the appropriate personnel in your dealership are familiar with the details of this recall to ensure proper responses to customer inquiries and request to have the recall performed on their 2014 MY Kia Sportage vehicles and start performing repairs on any in-stock vehicles immediately.

NHTSA ADVISORY: It is a violation of Federal law for a dealer to deliver a new motor vehicle covered by this notification under a sale or lease until the non-compliance is remedied.

LEGAL LIABILITY NOTICE: Pursuant to the terms of the Dealer Sales and Service Agreement and the Gramm-Leach-Bliley federal consumer privacy act, you are required to keep confidential any and all information and documents provided to you by Kia Motors America, Inc. or generated by you in the conduct of carrying out work under that Agreement regarding Kia vehicle purchasers and owners, including but not limited to warranty claim information. Kia dealers may use such owner information for the sole purpose of conducting and performing this service campaign, and for no other purpose.

We appreciate your attention and cooperation in completing this voluntary non-compliance recall campaign. If you have any questions, please contact your Kia District Parts/Service Manager.

Sincerely,

A handwritten signature in black ink, appearing to read "Neem Van der Reest".

Neem Van der Reest
Quality Analysis Manager

Enclosures