



March 3, 2014

Attention: All Kia Parts & Service Managers

Kia Motors America, Inc. pursuant to the National Traffic and Motor Vehicle Safety Act is conducting a Voluntary Non-Compliance Recall Campaign for FMVSS 110 on certain 2014 MY Sportage vehicles manufactured from September 30, 2013 through January 11, 2014, to affix a partial overlay to the "Vehicle Certification Label" which will permanently cover and block out the tire pressure information. The tire pressure information is 1 to 2 psi below the correct information found on the "Tire Specification and Pressure Label", depending on the tire rim size. Owners will be provided stickers to place over the incorrect tire pressure information on pages 5-70 or 5-71 (depending on the manual version), and 8-3 of the owner's manual.

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**.

Enclosed you will find a copy of the owner notification letter and a Q&A Guide for recall questions, both of which describe the issue. A list of retail Kia Sportage owners affected by this recall can be accessed on WEBDCS. Log onto the site, select the Consumer Affairs Tab, click on Not Completed Recall VINS in the left side menu, and select **SC103** to generate the list.

The owner notification will be mailed on March 6, 2014. Please (a) start performing the repairs immediately on any affected vehicle currently in your inventory to ensure that the partial overlay is affixed to the Vehicle Certification Label which will permanently cover and block out the tire pressure information; and (b) apply the stickers to the appropriate pages of the owner's manual.

PARTS INFORMATION:

During the week of February 24, 2014, all Kia dealers will be sent an initial shipment of partial overlay and owner's manual stickers based upon the VIN campaign list. Initial order quantities will include 100% of all three label types required to repair affected vehicles in dealer inventory and affected vehicles retailed out of your dealership.

Please make certain the appropriate personnel in your dealership are familiar with the details of this campaign to ensure proper responses to customer inquiries and requests to have the campaign performed on their 2014 MY Sportage vehicles. If requested, please assist the customers with affixing the stickers in their owner's manual at no charge to the customer.

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 defect is remedied.

LEGAL PRIVACY 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 voluntary non-compliance campaign, and for no other purpose.

Your prompt attention in completing this recall is appreciated. If you have any questions, please contact your Kia District Parts and Service Manager.

Sincerely,

Neem Van der Reest
Quality Analysis Manager
Enclosures