



KIA MOTORS
Kia Motors America, Inc.
P.O. Box 52410
Irvine, CA 92619-2410
1-800-333-4542

IMPORTANT SAFETY RECALL

(NHTSA Recall Number: 14V-023)

This notice applies to your vehicle: (Insert VIN)

March 6, 2014

Dear Kia Sportage Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Kia Motors has decided that the vehicle certification label in some 2014 model year vehicles do not comply with Federal Motor Vehicle Safety Standard ("FMVSS") 110 "Tire Selection and Rims." Our records indicate that you own or lease one of the potentially affected vehicles.

What Is The Problem?

The certification label attached on the driver's side center pillar on your vehicle does not comply with FMVSS 110 "Tire Selection and Rims" because the tire pressure information listed is incorrect by either 1 or 2 psi (pounds per square inch) depending upon your vehicle's tire rim size. The correct tire pressure for your vehicle is shown on the "Tire Specification and Pressure Label" which is found directly below the certification label on the driver's side center pillar (see pages 8-7 and 8-8 of your vehicle's Owner's Manual for more information about these labels and their location). Incorrect tire pressure could lead to the improper inflation of your vehicle's tires. Improperly inflated tires can lead to premature tire wear and may increase the risk of crash.

NOTE: The correct tire pressure information is provided on the "Tire Specification and Pressure Label".

What Will Kia Do?

Kia has advised authorized Kia dealers to affix a partial overlay to the certification label on your vehicle to permanently cover the incorrect tire pressure information on your vehicle's certification label at no cost to you. The estimated time required to affix the overlay to the certification label is approximately half an hour. Kia is also including two stickers containing the correct tire pressure information to replace the information in your Owner's Manual.

What Should You Do?

- Please contact your Kia dealer to arrange to have the corrected overlay affixed to your vehicle's certification label as soon as possible. Until that time, please refer to the tire pressure information found on the "Tire Specification and Pressure Label" on the driver's side center pillar.
- Follow the instructions below to correct the information in your Owner's Manual:
 - Open the Owner's Manual to page 5-70 or 5-71 and identify the Tire and Loading Information Label under Vehicle Load Limit.
 - Peel the backing off of the sticker and cover the Tire and Loading Information Label.
 - Open the Owner's Manual to page 8-3 and identify the cold tire pressure information.
 - Peel off the backing on the sticker and apply the sticker to the cold tire pressure information chart.

What If You Have Already Paid To Have This Situation Corrected?

If you have incurred expense to remedy this issue prior to the date of this notice, you may have the opportunity to obtain reimbursement for that expense. Please mail your documentation directly to Kia for review and consideration at the following address:

**Consumer Assistance Center
Kia Motors America, Inc.
P.O. Box 52410
Irvine, CA 92619-2410
1-800-333-4542**

Pursuant to the General Reimbursement Plan issued by Kia pursuant to Federal Regulation 49 CFR 573.13, Kia will use its best efforts to respond to your claim within sixty (60) days of receipt and at that time Kia may either accept or reject that claim or it may request more information to evaluate the claim.

Have You Changed Your Address Or Sold Your Kia?

If you have changed your home address, sold your Kia vehicle, or no longer own your vehicle, please complete the attached prepaid "Change of Address/Ownership" card and mail it to us.

What If You Are A Vehicle Lessor?

Federal regulation requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

What If You Have Other Questions?

If your dealer does not respond to your service request in a timely manner, we suggest that you call Kia's Consumer Assistance Center at 1-800-333-4542. This number has TTY capability. If you still are not satisfied that we have remedied this situation without charge and within a reasonable amount of time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue, S.E., Washington, DC 20590; or call the toll free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>.

This action has been taken in the interest of your safety, and we regret any inconvenience this situation may cause you.

Sincerely,

Consumer Affairs Department

REQUEST FOR REIMBURSEMENT FORM
*SC103 – 2014 MY SPORTAGE INCORRECT CERTIFICATION LABEL
VOLUNTARY NON-COMPLIANCE RECALL CAMPAIGN*

If you have incurred expense to remedy this issue on your Kia Sportage prior to the date of this notice, you may be eligible for reimbursement for some or all of that expense. Mail this completed Request for Reimbursement Form to Kia, along with documentation specified below, for review and consideration at the following address:

Consumer Assistance Center
Kia Motors America, Inc.
P.O. Box 52410
Irvine, CA 92619-2410
1-800-333-4542

Please allow sixty (60) days for review and response.

Customer Name: _____

Customer Address: _____

Customer City, State, Zip Code: _____

Daytime Phone: _____ Evening Phone: _____

Vehicle Identification Number: _____ (17 digits)

Mileage at Time of Repair: _____ Date of Repair: _____

Amount of Reimbursement Requested: \$ _____

Attach the following:

Repair Order showing:

- Name & address of person paying for the repair
- Vehicle Identification Number (VIN) of vehicle repaired
- **Description of the problem repaired and the repairs made**
- Date of repair and mileage on the vehicle at the time of repair
- Total cost of repair expense being claimed

Evidence of Payment of Repair showing:

- Date of payment
- Amount paid (e.g., copies of cancelled check or credit card receipt)

I certify that the documents attached to this Request for Reimbursement are true and accurate and should be used as the basis for a reimbursement to me under this Non-Compliance Recall Campaign.

CLAIMANT'S SIGNATURE:

Signature

Print Name: _____