

**SC103 – VOLUNTARY NON-COMPLIANCE RECALL CAMPAIGN FOR FMVSS
110/2014 MY SPORTAGE INCORRECT CERTIFICATION LABEL
Q&A**

Q1. What type of campaign is Kia conducting?

A1. *Kia is conducting a voluntary non-compliance recall campaign to correct the certification label and owner’s manual on some 2014 MY Sportage vehicles.*

Q2. What is the problem?

A2. *The certification label attached on the driver’s side center pillar on some 2014 MY Sportage vehicles 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 the vehicle’s rim size. The correct information is provided on the “Tire Specification and Pressure Label.” Additionally, pages 5-70 or 5-71 (depending on the version of the manual) and 8-3 of the vehicle owner’s manual contain incorrect tire pressure information.*

Q3. What vehicles are affected by the recall?

A3. *The vehicles affected by the recall are 2014 MY Kia Sportage vehicles manufactured from September 30, 2013 through January 11, 2014.*

Q4. How many customer vehicles are affected by this campaign?

A4. *Approximately 12,750 vehicles are affected by this campaign.*

Q5. Can you describe the recall campaign and fix?

A5. *All owners of the affected vehicles listed above will be notified to bring their vehicle to a Kia dealership to affix a partial overlay to the certification label on the vehicle to permanently cover the incorrect tire pressure information at no cost to the owners. Owners will also be asked to apply the provided stickers to the appropriate pages of the owner’s manual.*

Q6. How was the issue discovered?

A6. *Through the regular monitoring of its field information.*

Q7. What should vehicle owners do when they receive the notification?

A7. *Owners are being asked:*

- a. *To contact their Kia dealer to arrange to have the corrected overlay affixed to their vehicle’s certification label as soon as possible;*
- b. *Affix the stickers containing the correct tire pressure information provided with the owner notification to the “Tire and Loading Information Label” under Vehicle Load Limit on page 5-70 or 5-71, and to the chart under “Tires and Wheels” on page 8-3 of the owner’s manual.*

Q8. Should customers take any precautions?

A8. *Yes. Please refer to the tire pressure information found on the “Tire Specification and Pressure Label” on the driver’s side center pillar for the correct tire pressure information.*

Q9. Have there been any deaths or injuries as a result of this non-compliance?

A9. *No.*

Q10. Has Kia had any litigation regarding this non-compliance?

A10. *No.*

Q11. Will this cost vehicle owners any money?

A11. *No. The partial overlay will be affixed to the certification label on your vehicle at no cost to you.*

Q12. What about customers who may have already paid to remedy this issue?

A12. *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 with a cover letter 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**

Q13. How long will the repair take?

A13. *The estimated time required to complete is minimal. However, the actual time can vary depending on the dealer's work schedule. To ensure the most efficient use of your time, scheduling an appointment is highly recommended.*

Q14. How will owners of the affected vehicles be notified?

A14. *Kia will be notifying owners of the affected vehicles by first-class mail on March 6, 2014.*

Q15. Are there any restrictions on an owner's eligibility?

A15. *No.*

Q16. Where were the vehicles produced?

A16. *The affected vehicles were produced at a Kia assembly plant.*

Q17. If a customer has an immediate question, where can they get further information?

A17. *The customer can contact their local Kia dealership or call Kia's Consumer Assistance Center at 1-800-333-4KIA (4542), (Monday through Friday, 5AM to 6PM, Pacific Standard Time) or via the internet @ www.kia.com (Owner's Section).*