



March 19, 2015

Attention: All Kia Parts & Service Managers

Kia Motors America, Inc. pursuant to the National Traffic and Motor Vehicle Safety Act is conducting a Voluntary Safety Recall Campaign to add a supporting rubber underneath the accelerator pedal on certain 2014-2015 MY Kia Soul vehicles equipped with gas engines or electric motors, produced from July 21, 2013 through January 8, 2015. The accelerator pedal may fracture due to bending of an unsupported section of the pedal if unanticipated excessive force is applied. If the driver continues to operate the vehicle, acceleration input could be impaired while driving, thereby increasing the risk of a crash.

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 19, 2015**.

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 retailed Kia Soul 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 **SC116** to generate the list.

Parts Information – During the week of **March 16, 2015**, Kia dealers with affected vehicles will receive an initial shipment of campaign parts for initial repairs of affected vehicles retailed out of your dealership.

We will mail notices to the affected 2014 MY Soul vehicle owners beginning on **March 24, 2015 and to 2015 MY Soul vehicle owners on March 31, 2015**. Please start performing the repairs immediately on any affected vehicles currently in your inventory.

Also, 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 -2015 MY Soul vehicles. This Voluntary Safety Recall represents an opportunity for your service department to deliver an exceptional service experience (e.g. flexible service appointment process, car wash and vacuum and timely service).

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 safety recall 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