



July 6, 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 replace the stop lamp switch on certain 2011 MY Kia Sportage vehicles, produced from March 7, 2011 through June 8, 2011. The stop lamp switch may experience interruption in the electrical flow in the switch contact. This condition could potentially result in intermittent operation of the cruise control feature, the intermittent illumination of the ESC indicator lamp, or interfere with brake light illumination. Intermittent operation of the switch increases 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 **July 6, 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 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 **SC121** to generate the list.

We will mail notices to the affected 2014 MY Soul vehicle owners on **July 9, 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 2011 MY Kia Sportage 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