



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

May 5, 2016

Mr. J.S. (Jurassic) Park
Executive Director/Product Litigation & Regulatory Compliance
Kia Motors America
111 Peters Canyon Road
Irvine, CA 92606-1790

NEF-150MR
16V-231

Subject: Air Bag Second Stage may not Inflate Properly

Dear Mr. Park:

This letter serves to acknowledge Kia Motors America's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

KIA/OPTIMA/2016

Mfr's Report Date: April 19, 2016

NHTSA Campaign Number: 16V-231

Components:

AIR BAGS:FRONTAL

Potential Number of Units Affected: 17

Problem Description:

Kia Motors America (Kia) is recalling certain model year 2016 Kia Optima vehicles manufactured November 10, 2015, to February 12, 2016. In these vehicles, the driver's frontal air bag may be missing a chemical enhancer required for the second stage air bag deployment, resulting in the second stage deploying improperly in certain crashes.

Consequence:

An air bag that inflates improperly increases the risk of injury.

Remedy:

Kia will notify owners, and dealers will replace the driver's frontal air bag module, free of charge. The recall is expected to begin in May 2016. Owners may contact Kia customer service at 1-800-333-4542. Kia's number for this recall is SC131.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to www.safercar.gov.

We have received Kia's proposed owner notification letter and it is currently under review. You will be notified of any changes or concerns once our review is complete.

Please be reminded of the following requirements:

Copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

Please be reminded that under 49 U.S.C. § 30112(a)(3), it is illegal for a manufacturer, to sell, offer for sale, import, or introduce or deliver into interstate commerce, a motor vehicle or item of motor vehicle equipment that contains a safety defect once the manufacturer has notified NHTSA about that safety defect. This prohibition does not apply once the motor vehicle or motor vehicle equipment has been remedied according to the manufacturer's instructions.

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

Your contact for this recall will be Michelle Rice who may be reached by phone at 202-366-1060, or by email at michelle.rice@dot.gov or through the office email at rmd.odi@dot.gov. We look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Timian".

Jennifer Timian
Chief, Recall Management Division
Office of Defects Investigations
Enforcement