



April 21, 2016

Attention: All Dealer Principals

Kia Motors America, Inc., pursuant to the National Traffic and Motor Vehicle Safety Act, is conducting a Voluntary Safety Recall Campaign (SC131) to replace the driver's frontal airbag module in seventeen (17) 2016 MY Kia Optima vehicles, produced from November 10, 2015 through February 12, 2016. A secondary chemical enhancer required for the proper deployment of second-stage frontal airbags was not loaded during the airbag inflator build at the supplier. As a result, the second stage of the driver's front airbag will not deploy. If the vehicle is involved in a crash that triggers the second-stage deployment of the driver frontal airbag, it will not deploy thereby increasing the risk of injury to the driver.

The Technical Service Bulletin that provides vehicle repair procedures, the 17 affected VINs & Production Date Range, and Warranty Claim Information will be posted on the Kia Global Information System (KGIS) at www.kiatechinfo.com on **April 21, 2016**.

Your Service Manager was sent a copy of the owner notification letter and a Q&A guide for recall questions both of which describe the issue and information on how to access the list of retailed 2016 MY Kia Optima vehicles.

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.

What Should You Do

Please make certain the appropriate personnel in your dealership are familiar with the details of this recall campaign to ensure proper responses to customer inquiries and requests to have the campaign performed on their 2016 MY Kia Optima vehicles.

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 campaign is appreciated. If you have any questions, please contact your Kia District Parts & Service Manager.

Sincerely,

Neem Van der Reest
Quality Analysis Manager

Enclosures