



Kia Motors America, Inc.
Corporate Headquarters
111 Peters Canyon Road, Irvine, CA 92606-1790 USA

IMPORTANT SAFETY RECALL

(NHTSA Recall Number: 16V-231)
This notice applies to your vehicle: (Insert VIN)

May 6, 2016

Dear Kia Optima owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Kia Motors has decided that a defect which relates to motor vehicle safety exists in certain 2016 model year Optima vehicles. Our records indicate that you own or lease one of the potentially affected vehicles.

What Is The Problem?

The advanced Supplemental Restraint System in your vehicle offers the ability to control the air bag inflation with two levels. A first stage level is provided for moderate severity impacts, and a second stage level is provided for more severe impacts. Due to an assembly error at the supplier with the airbag inflator in your driver's frontal airbag module, the second stage level may be affected. If your 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.

What Will Kia Do?

Kia has advised its authorized Kia dealers to replace the driver frontal airbag module with a new one. The work will be performed at Kia's expense at no cost to you. The estimated time which will be required to repair your vehicle is approximately 1 hour.

What Should You Do?

- Contact your Kia dealer to arrange for the repair to be conducted as soon as possible.
- To find your nearest dealer, visit www.kia.com and click the "Find Dealer" button in the upper right corner ("Dealers" on a mobile device). You can also use the QR code below with your mobile device to access this information (*see the bottom of this letter for more information about QR code use*):



NOTE: If you were previously notified of this issue by phone and have already had the driver frontal airbag module replaced as a result, no further action is required.

Have You Changed Your Address Or Sold Your Kia?

If you have changed your home address, sold your Kia vehicle, or no longer own your vehicle, please complete the attached prepaid "Change of Address/Ownership" card and mail it to us.

What If You Are A Vehicle Lessor?

Federal regulation requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

What If You Have Other Questions?

If your dealer does not respond to your service request in a timely manner, we suggest that you call Kia's Consumer Assistance Center at 1-800-333-4542. This number has TTY capability. If you still are not satisfied that we have remedied this situation without charge and within a reasonable amount of time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue, S.E., Washington, DC 20590; or call the toll free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>.

This action has been taken in the interest of your safety, and we regret any inconvenience this situation may cause you.

Sincerely,

Consumer Affairs Department

QR Code Use:

- *A QR Code is a square, 2-dimensional barcode that can be read by mobile devices loaded with an appropriate barcode or **QR Code Reader App**. The app reads the barcode image and then launches/uploads the specific information the code contains, such as URLs, text, photos, videos.*
- *With a mobile device, **download a QR Code Reader App**. With many devices, you can do this through an app store or marketplace.*
- ***Open the QR Code Reader App on your mobile device. The app will utilize your device's camera.** Center the code in the camera viewing area. With some apps, the URL or other information will automatically load when the code is recognized. For others, you may have to snap or take a picture of the QR code. **Refer to the QR Reader Code App instructions.***