



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

1200 New Jersey Avenue SE  
Washington, DC 20590

January 30, 2017

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

NEF-150TB  
17V-007

**Subject:** Driver Air Bag may not Fully Inflate

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:** January 6, 2017

**NHTSA Campaign Number:** 17V-007

**Components:**

AIR BAGS:FRONTAL:DRIVER SIDE INFLATOR MODULE

**Potential Number of Units Affected:** 1

**Problem Description:**

Kia Motors America (Kia) is recalling certain one 2016 Optima vehicle. In this vehicle, the end seal for the driver's frontal air bag inflator may not have been properly installed, possibly resulting in reduced inflation of the frontal air bag in the event of a crash.

**Consequence:**

In the event of a crash, an air bag that does not inflate fully increases the risk of injury.

**Remedy:**

The affected vehicle remains in dealer inventory and will be remedied prior to sale. Owners may contact Kia customer service at 1-800-333-4542. Kia's number for this recall is SC143.

**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](http://www.safercar.gov).

Please be reminded of the following requirements:

Copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall 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.

Once this vehicle has been remedied, please submit one quarterly recall completion rate report stating a 100% percent completion.

Your contact for this recall will be Tariq Bond who may be reached by phone at 1-202-366-5472, or by email at [tariq.bond@dot.gov](mailto:tariq.bond@dot.gov) or through the office email at [rmd.odi@dot.gov](mailto:rmd.odi@dot.gov). We look forward to working with you.

Sincerely,



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