



April 3, 2017

Attention: All Dealer Principals

Kia Motors America, Inc., pursuant to the National Traffic and Motor Vehicle Safety Act, is conducting a Safety Recall Campaign to replace the Motor Driven Power Steering (MDPS) motor on certain 2017 MY Kia Niro vehicles produced from December 23, 2016 through January 11, 2017. The MDPS motor connector may have been damaged during assembly at the supplier preventing a proper connection to the electronic control unit. If this condition exists, the Electronic Power Steering (EPS) warning light will illuminate and a subsequent loss of power steering assist may occur. In the event of loss of power steering assist, the steering system will revert to manual steering mode and steering control can be maintained. Loss of power steering assist would require higher steering effort, especially at low speeds, which may increase the risk of a crash.

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 affected 2017 MY Kia Niro vehicles.

Kia will notify the vehicle owners on **April 3, 2017**.

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 2017 MY Niro 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 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