



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

IMPORTANT SAFETY RECALL

(NHTSA Recall Number: 20V389)
This notice applies to your vehicle: **(Insert VIN)**

August 7, 2020

Dear Kia Soul Owner:

Kia has identified a defect in your vehicle, which relates to motor vehicle safety.

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 the 2015-2016 MY Kia Soul Electric Vehicles. The defect can result in unintended vehicle movement, even though the gear shift lever is in the "P" (Park) position, thus increasing the risk of a crash. Our records indicate that you own or lease one of the potentially affected vehicles.

What Is The Problem?

If the driver moves the gear shift lever into "P" (Park) prior to coming to a complete stop, the vehicle's parking mechanism can be damaged. If the parking mechanism is damaged, even though the gear shift lever is in the "P" (Park) position, unintended vehicle movement may occur when the vehicle is left unattended and the parking brake is not used. Unintended vehicle movement can increase the risk of a crash.

Kia will update the Electronic Control Unit software for the Electronic Parking Brake Logic.

Kia has advised its authorized dealers to update the Electronic Control Unit software for the Electronic Parking Brake logic so that the electronic parking brake automatically activates when the POWER button is turned OFF and the gear shift lever is in the "P" position. The work will be performed at Kia's expense at no cost to you.

What Should You Do?

- **When parking the vehicle, make sure to engage the parking brake in accordance with the instructions contained in your owner's manual.**
- In the interest of the safety of your passengers, as well as your own safety, please immediately contact your Kia dealer to arrange for the recall repair to be conducted. The estimated time required to perform the update will be approximately one (1) hour. However, your vehicle may be needed longer; therefore, we recommend scheduling a service appointment to minimize any inconvenience.
- 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*):



What If You Have Already Paid To Have This Situation Corrected?

If you have incurred expense to remedy this issue prior to the date of this notice, you may have the opportunity to obtain reimbursement for that expense. You may submit your receipts online to Kia via the Owners section of www.kia.com or mail your receipts with a copy of the attached Request for Reimbursement form directly to Kia for review and consideration:

**Consumer Assistance Center
Kia Motors America, Inc.
P.O. Box 52410
Irvine, CA 92619-2410
1-800-333-4542**

Pursuant to the General Reimbursement Plan issued by Kia pursuant to Federal Regulation 49 CFR 573.13, Kia will use its best efforts to respond to your claim within sixty (60) days of receipt and at that time Kia may either accept or reject that claim or it may request more information to evaluate the claim.

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. You can also contact the Consumer Assistance Center phone number listed above.

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.**