



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

1200 New Jersey Avenue SE
Washington, DC 20590

August 2, 2021

Mr. J.S. (Jurassic) Park
VP/ Chief Safety Officer
Kia Motors America
111 Peters Canyon Road
Irvine, CA 92606-1790

NEF-107JK
21V-577

Subject: Blank LCD Display/FMVSS 101

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/TELLURIDE/2022

Mfr's Report Date: July 28, 2021

NHTSA Campaign Number: 21V-577

Components:

ELECTRICAL SYSTEM: INSTRUMENT CLUSTER/PANEL

Potential Number of Units Affected: 5,143

Problem Description:

Kia Motors America (Kia) is recalling certain 2022 Telluride vehicles. The LCD display screen may remain blank after startup. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 101, "Control and Displays."

Consequence:

A blank LCD display may be missing information, such as the digital speedometer, gear selection indicator, and odometer, which may increase the risk of a crash.

Remedy:

Dealers will update the instrument cluster's software, free of charge. Owner notification letters are expected to be mailed in August 2021. Owners may contact Kia customer service at 1-800-333-4542. Kia's number for this recall is SC215.

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.nhtsa.gov.

Please ensure the following requirements are met:

An identification and description of the risk to motor vehicle safety reasonably related to the defect or noncompliance (49 CFR 573.6 (c)(5)). All filings should state an increased risk of either a crash, injury or fire.

AMENDED 573 REQUIRED.

We have received Kia's proposed owner notification letter and it is currently under review. You will be notified of any changes or concerns once our review is complete.

Please be reminded of the following requirements:

Copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), 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).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

Kia Motors America's contact for this recall will be Jennifer Kruger who may be reached by email at jennifer.kruger@dot.gov. We look forward to working with you.

Sincerely,



Alex Ansley
Chief, Recall Management Division
Office of Defects Investigation
Enforcement