



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

1200 New Jersey Avenue SE  
Washington, DC 20590

February 24, 2022

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

NEF-107ES  
22V-096

**Subject:** Front Air Bags May Not Deploy

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/SOUL/2014

**Mfr's Report Date:** February 18, 2022

**NHTSA Campaign Number:** 22V-096

**Components:**

AIR BAGS: AIR BAG/RESTRAINT CONTROL MODULE:SOFTWARE  
AIR BAGS:FRONTAL

**Potential Number of Units Affected:** 128,280

**Problem Description:**

Kia Motors America (Kia) is recalling certain 2014 Soul vehicles. The front air bags may not deploy during a crash if the Air Bag Control Unit (ACU) loses communication with the front impact sensors.

**Consequence:**

Front air bags that do not deploy as intended can increase the risk of injury in a crash.

**Remedy:**

Dealers will update the ACU software, free of charge. Owner notification letters are expected to be mailed April 15, 2022. Owners may contact Kia customer service at 1-800-333-4542. Kia's number for this recall is SC229.

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

Please be reminded of the following requirements:



You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, 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).

As stated in Part 573.7, submission of the first of eight 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 Emily C. Smith who may be reached by email at [emily.c.smith@dot.gov](mailto:emily.c.smith@dot.gov). We look forward to working with you.

Sincerely,



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