



March 31, 2022

ATTENTION: ALL DEALER PRINCIPALS

Kia America, Inc., pursuant to the National Traffic and Motor Vehicle Safety Act, is conducting a Safety Recall Campaign on all 2014 MY Soul vehicles manufactured from July 21, 2013 through June 20, 2014.

In the rare event that communication to the Airbag Control Unit (ACU) from both the left and right front impact sensors is simultaneously lost early in a severe crash, before frontal airbag deployment is commanded by the ACU, the front airbags will not deploy. Nondeployment of the frontal airbags increases the risk of injury.

Dealers will be instructed to update the ACU software to an improved version that will enable deployment of the frontal airbags even if communication from both left and right front impact sensors to the ACU is lost early in the crash sequence.

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 vehicles. Kia will start mailing notices to the affected vehicle owners on **March 30, 2022**

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 vehicles.

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.

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 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 recall campaign, and for no other purpose.

If you have any questions, please contact your Kia District Parts & Service Manager.

Sincerely,

Kia Service Department

Enclosures