



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

RENOTIFICATION

IMPORTANT SAFETY RECALL

(NHTSA Recall Number: 22V096)
This notice applies to your vehicle: **(Insert VIN)**

MARCH 15, 2023

THIS IS A RENOTIFICATION TO AN EARLIER COMMUNICATION ISSUED ON APRIL 4, 2022, WHICH NOTIFIED ALL OWNERS OF THE AFFECTED 2014 MY KIA SOUL VEHICLES OF A SAFETY RECALL. OUR RECORDS INDICATE THAT YOU ARE THE CURRENT REGISTERED OWNER OF THIS VEHICLE AND THAT THIS RECALL HAS NOT BEEN COMPLETED.

KIA IS REQUESTING THAT YOU CONTACT AN AUTHORIZED KIA DEALERSHIP IMMEDIATELY TO SCHEDULE AN APPOINTMENT TO UPDATE THE AIRBAG CONTROL UNIT SOFTWARE AT NO COST TO YOU.

IF YOU HAVE ALREADY TAKEN YOUR VEHICLE TO A KIA DEALER AND HAD THIS SAFETY RECALL PERFORMED, PLEASE DISREGARD THIS NOTICE.

IMPORTANT SAFETY RECALL

(NHTSA Recall Number: 22V096)
This notice applies to your vehicle: **(Insert VIN)**

April 4, 2022

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 America, Inc. has decided that a defect which relates to motor vehicle safety exists in certain 2014 MY Soul vehicles. The defect can impair the vehicle's airbag function and cause the front airbags not to deploy, thereby increasing the risk of injury in a crash where airbag deployment is necessary. Our records indicate that you own or lease one of the potentially affected vehicles.

What Is The Problem?

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

Kia Will Update the Airbag Control Unit Software At No Cost To You.

Dealers will update the ACU software to enable deployment of the frontal airbags even if communication from both left and right front impact sensors to the ACU is lost. This software update will be performed **at no cost to you.** The estimated time required to perform the diagnosis and repair will be approximately one (1) to two (2) hours.

What Should You Do?

- In the interest of the safety of your passengers, as well as your own safety, please immediately contact your authorized Kia dealer to arrange for the software update to be performed on your vehicle.
- 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 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.*

