



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

1200 New Jersey Avenue SE
Washington, DC 20590

February 2, 2023

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

NEF-107ES
23V-035

Subject: Second Row Side Air Bags May Not Deploy

Dear Mr. Park:

This letter serves to acknowledge Kia America, Inc.'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/2023

Mfr's Report Date: January 29, 2023

NHTSA Campaign Number: 23V-035

Components:

AIR BAGS:SIDE/WINDOW

Potential Number of Units Affected: 31,943

Problem Description:

Kia America, Inc. (Kia) is recalling certain 2023 Telluride vehicles. Due to a manufacturing error, the wire harness for the second row seat side air bags may become damaged, causing them not to deploy in the event of a crash.

Consequence:

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

Remedy:

Dealers will inspect and replace, or secure the air bag wire harnesses, as necessary, free of charge. Owner notification letters are expected to be mailed February 28, 2023. Owners may contact Kia customer service at 1-800-333-4542. Kia's number for this recall is SC262.

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 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).

Please be reminded that under 49 U.S.C. § 30112(a)(3), it is illegal for a manufacturer, to sell, offer for sale, import, or introduce or deliver into interstate commerce, a motor vehicle or item of motor vehicle equipment that contains a safety defect once the manufacturer has notified NHTSA about that safety defect. This prohibition does not apply once the motor vehicle or motor vehicle equipment has been remedied according to the manufacturer's instructions.

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 America, Inc.'s contact for this recall will be Emily C. Smith who may be reached by email at emily.c.smith@dot.gov. We look forward to working with you.

Sincerely,



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