



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

1200 New Jersey Avenue SE
Washington, DC 20590

May 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-298

Subject: Blank LCD Display/FMVSS 101 & 138

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/NIRO/2023
KIA/NIRO PHEV/2023
KIA/SOUL/2023
KIA/SPORTAGE/2023
KIA/SPORTAGE HYBRID/2023
KIA/SPORTAGE PHEV/2023
KIA/TELLURIDE/2023

Mfr's Report Date: April 26, 2023

NHTSA Campaign Number: 23V-298

Components:

ELECTRICAL SYSTEM: INSTRUMENT CLUSTER/PANEL

Potential Number of Units Affected: 108,936

Problem Description:

Kia America, Inc. (Kia) is recalling certain 2023 Sportage, Sportage Hybrid, Sportage Plug-in Hybrid, Niro Hybrid, Niro Plug-in Hybrid, Soul, and Telluride vehicles equipped with a digital instrument cluster containing a 4.2" LCD screen. The instrument cluster may fail to display any information when the vehicle is started. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard numbers 101, "Control and Displays," and 138, "Tire Pressure Monitoring Systems."

Consequence:

A blank instrument cluster display will not show critical information, such as tire pressure, warning messages, and warning lights, increasing the risk of a crash.

Remedy:

Dealers will update the instrument cluster software, free of charge. Owner notification letters are expected to be mailed May 26, 2023. Owners may contact Kia customer service at 1-800-333-4542. Kia's number for this recall is SC270.



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).

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 49 U.S.C. § 30118(f), submission of eight consecutive quarterly reports followed by three annual reports is required. As described in 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. The first of three consecutive annual status reports will be due on, or before, 1 year after the eighth quarterly report was submitted.

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