



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

1200 New Jersey Avenue SE  
Washington, DC 20590

August 31, 2023

Mr. Cole Stutz  
Hyundai Motor America  
10550 Talbert Avenue  
Fountain Valley, CA 92708

NEF-107ES  
23V-599

**Subject:** Front Passenger Air Bags May Not Deploy/FMVSS 208

Dear Mr. Stutz:

This letter serves to acknowledge Hyundai Motor 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:**  
HYUNDAI/PALISADE/2024

**Mfr's Report Date:** August 25, 2023

**NHTSA Campaign Number:** 23V-599

**Components:**  
AIR BAGS:SENSOR:OCCUPANT CLASSIFICATION:FRONT PASSENGER

**Potential Number of Units Affected:** 63

**Problem Description:**

Hyundai Motor America (Hyundai) is recalling certain 2024 Palisade vehicles equipped with dark premium suede seats. The Occupant Detection System (ODS) may fail to detect an occupant and deactivate the passenger-side front air bags. As such, these vehicles fail to comply with Federal Motor Vehicle Safety Standard number 208, "Occupant Crash Protection."

**Consequence:**

Deactivated front passenger air bags will not deploy as intended, increasing the risk of injury during a crash.

**Remedy:**

Dealers will update the ODS software, free of charge. Owner notification letters are expected to be mailed October 24, 2023. Owners may contact Hyundai customer service at 1-855-371-9460. Hyundai's number for this recall is 249.

**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).

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.

Hyundai Motor 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