Manufacturer Name: Kia America, Inc.
Submission Date: AUG 15, 2023
NHTSA Recall No.: 23V-579
Manufacturer Recall No.: SC277

Manufacturer Information:
Manufacturer Name: Kia America, Inc.
Address: 111 Peters Canyon Road
Irvine CA 92606
Company phone: 800-333-4542

Population:
Number of potentially involved: 50,517
Estimated percentage with defect: 1%

Vehicle Information:
Vehicle 1: 2023-2023 Kia Sorento
Vehicle Type: LIGHT VEHICLES
Body Style: ALL
Power Train: GAS
Descriptive Information:
Certain 2023 model year Sorento vehicles manufactured from October 6, 2022 through August 5, 2023. The recall population was determined by a review of vehicle production and supplier records. The vehicles subject to this recall were not produced in VIN order. Customers seeking information about their specific vehicle will be referred to Kia’s Customer Care Center or their Kia dealer.
Production Dates: OCT 06, 2022 - AUG 05, 2023
VIN Range 1: Begin: NR End: NR Not sequential

Description of Noncompliance:
Description of the Noncompliance:
Due to the improper application of the airbag warning label to the sun visor by the supplier, the label may peel off from the driver and front passenger sun visors. As a result, some of the subject vehicles may not comply with Federal Motor Vehicle Safety Standard (FMVSS) 208, § 54.5.1 (b) which requires that each vehicle have a label permanently affixed to either side of the sun visor.

FMVSS 1: 208 - Occupant crash protection
FMVSS 2: NR

Description of the Safety Risk:
If the sun visor airbag warning label peels off, the driver and/or front passenger may not be warned of the risks of airbag deployment, increasing the risk of injury in the event of a crash.

Description of the Cause:
The label was improperly applied to the sun visor by the supplier.

Identification of Any Warning that can Occur:
Visible peeling of the airbag warning label from the sun visor.

The information contained in this report was submitted pursuant to 49 CFR §573
### Involved Components:

<table>
<thead>
<tr>
<th>Component Name 1</th>
<th>SUNVISOR ASSY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component Description</td>
<td>Sun Visor Assembly</td>
</tr>
<tr>
<td>Component Part Number</td>
<td>85210-R5000 / 85210-R5500 (LH)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Component Name 2</th>
<th>SUNVISOR ASSY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component Description</td>
<td>Sun Visor Assembly</td>
</tr>
<tr>
<td>Component Part Number</td>
<td>85220-R5000 / 85220-R5500 (RH)</td>
</tr>
</tbody>
</table>

### Supplier Identification:

**Component Manufacturer**

- **Name:** Grupo Antolin-Satillo
- **Address:** Blvd, Jesus Valdez Sanchez Km 8.52 Parque Industrial Arteaga Arteaga, Coahuila Foreign States 25350
- **Country:** Mexico

### Chronology:

See attached document titled “2023MY Sorento Sun Visor Airbag Warning Label Chronology”.

### Description of Remedy:

- **Description of Remedy Program:** All owners of the subject vehicles will be notified by first class mail with instructions to bring their vehicles to a Kia dealer. Kia will instruct dealers to inspect the driver and front passenger sun visors and, if necessary, replace with a new one. Kia will reimburse owners for repair expenses already incurred pursuant to Kia’s General Reimbursement Plan filed May 10, 2022.

- **How Remedy Component Differs from Recalled Component:** The remedy component has a securely affixed airbag warning label.

- **Identify How/When Recall Condition was Corrected in Production:** The supplier’s process to adhere the label to the sun visor was improved beginning with vehicles produced on August 6, 2023.
**Recall Schedule:**

<table>
<thead>
<tr>
<th>Description of Recall Schedule</th>
<th>The planned dealer notification begin and end date is October 5, 2023. The planned owner notification begin and end date is October 10, 2023.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planned Dealer Notification Date</td>
<td>OCT 05, 2023 - OCT 05, 2023</td>
</tr>
<tr>
<td>Planned Owner Notification Date</td>
<td>OCT 10, 2023 - OCT 10, 2023</td>
</tr>
</tbody>
</table>

* NR - Not Reported