



March 10, 2023

ATTENTION: ALL DEALER PRINCIPALS

Kia America, Inc., pursuant to the National Traffic and Motor Vehicle Safety Act, is conducting a Safety Recall Campaign on all 2021-2023 MY K5 vehicles manufactured from March 27, 2020 to November 16, 2022, and certain 2023 MY K5 vehicles manufactured from November 17, 2022 through December 9, 2022 at a Kia assembly plant in the U.S.

The side curtain airbag(s) may have been installed improperly during vehicle production. As a result, the side curtain airbag(s) may not deploy properly in a crash sufficient to warrant such a deployment. An improper deployment of the side curtain airbag(s) increases the risk of injury in a crash.

Dealers will inspect the installed condition of the side curtain airbags and, if necessary, reinstall the side curtain airbag(s) correctly.

Your Service Manager was sent a copy of the owner notification letter and a Q&A guide for recall questions both of which describe the issue and information on how to access the list of affected vehicles. Kia will start mailing notices to the affected vehicle owners beginning on **April 7, 2023**.

What Should You Do?

Please make personnel in your dealership familiar with the details of this Safety Recall Campaign so they may properly address recall related issues and promptly respond to customer inquiries and requests.

NHTSA ADVISORY: It is a violation of Federal law for a dealer to deliver a new motor vehicle covered by this notification under a sale or lease until the defect is remedied.

LEGAL PRIVACY LIABILITY NOTICE: Pursuant to the terms of the Dealer Sales and Service Agreement and the Gramm-Leach-Bliley federal consumer privacy act, you are required to keep confidential any and all information and documents provided to you by Kia America, Inc. or generated by you in the conduct of carrying out work under that Agreement regarding Kia vehicle purchasers and owners, including but not limited to warranty claim information. Kia dealers may use such owner information for the sole purpose of conducting and performing this safety recall campaign, and for no other purpose.

If you have any questions, please contact your facing Kia District Parts & Service Manager.

Sincerely,

Kia Service Department

Enclosures