



May 1, 2023

## **ATTENTION: ALL DEALER PRINCIPALS**

Kia America, Inc., pursuant to the National Traffic and Motor Vehicle Safety Act, is conducting a Noncompliance Safety Recall Campaign on certain 2023MY vehicles equipped with a digital instrument cluster containing a 4.2" LCD screen listed below:

- Sportage vehicles manufactured at a Kia assembly plant in South Korea from September 16, 2022 through February 13, 2023
- Sportage vehicles manufactured at a Kia assembly plant in the U.S. from September 20, 2022 through February 28, 2023
- Sportage Hybrid and Sportage Plug-in Hybrid vehicles manufactured from September 19, 2022 through February 13, 2023
- Niro Hybrid and Plug-in Hybrid vehicles manufactured from September 14, 2022 through March 8, 2023
- Soul vehicles manufactured from September 15, 2022 through February 13, 2023
- Telluride vehicles manufactured from September 2, 2022 through February 22, 2023

The instrument cluster software installed in the subject vehicles, in combination with electrical noise due to voltage instability while the vehicle is starting, may result in cluster booting errors. Such booting errors can cause the instrument cluster screen to become blank resulting in the driver's inability to see the telltales and indicators required by certain Federal Motor Vehicle Safety Standards (FMVSS). As a result, the subject vehicles fail to comply with the visibility and illumination requirements of FMVSS No. 101 ('Controls and Displays'), FMVSS No. 138 ('Tire Pressure Monitoring System') and FMVSS No. 208 ('Occupant Crash Protection'). The failure to illuminate certain telltales and indicators may increase the risk of a crash.

All owners of the subject vehicles will be notified by first class mail with instructions to bring their vehicles to a Kia dealer to have their instrument cluster updated with improved software as necessary.

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 **May 26, 2023**.

### **What Should You Do?**

Please make certain the appropriate personnel in your dealership are familiar with the details of this recall campaign to ensure proper responses to customer inquiries and requests to have the campaign performed on their vehicles.

**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 noncompliance safety recall campaign, and for no other purpose.

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

Sincerely,

Kia Service Department

Enclosures