



**2023 MY SORENTO VEHICLES
SUN VISOR AIRBAG WARNING LABEL
NONCOMPLIANCE SAFETY RECALL CAMPAIGN (SC277)**

**Q & A
October 5, 2023**

Q1. What type of campaign is Kia conducting?

A1. Kia America, Inc., pursuant to the National Traffic and Motor Vehicle Safety Act, is conducting a Noncompliance Safety Recall Campaign to address a condition involving the sun visor airbag warning label.

Q2. What vehicles are affected by the recall?

A2. Certain 2023 MY Sorento vehicles manufactured from October 6, 2022 through August 5, 2023.

Q3. How many customer vehicles are affected by this recall?

A3. Approximately 50,517 vehicles

Q4. What is the concern with the Sun Visor Airbag Warning Label?

A4. Due to the improper application of the airbag warning label to the sun visor, 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 ('Occupant Crash Protection') which requires that each vehicle have a label permanently affixed to either side of the sun visor. 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.

Q5. Can you describe the recall campaign and fix?

A5. Dealers will inspect the driver and front passenger sun visors and, if necessary, replace with a new one.

Q6. How will owners of the affected vehicles be notified?

*A6. All owners of the subject vehicles will be notified by first class mail with instructions to contact their authorized Kia dealer to have the recall campaign performed **beginning on October 10, 2023.***

Q7. What should vehicle owners do when they receive the notification?

A7. Upon receipt of the letter, owners are to contact their authorized Kia dealer to arrange to have the recall campaign performed on their vehicle free of charge at no cost to them.

Q8. Where were these vehicles produced?

A8. The affected vehicles were produced at a Kia assembly plant in the U.S.

Q9. Will this cost vehicle owners any money?

A9. No. Kia will perform the recall repair free of charge at no cost to the customer.

A10. Are there any restrictions on an owner's eligibility?

A10. No.

Q11. If a customer has an immediate question, where can they get further information?

A11. The customer can contact their local authorized Kia dealership or call Kia's Customer Care Center at 1-800-333-4KIA (4542), Monday through Friday, 5 AM to 6 PM Pacific Time, or via the internet at www.kia.com (Owner's Section).