



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

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.

All owners of the subject vehicles will be notified by first class mail with instructions to bring their vehicles to a Kia dealer to inspect the driver and front passenger sun visors and, if necessary, replace with a new one. Customers may experience visible peeling of the airbag warning label from the sun visor.

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 **October 10, 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