



October 16, 2023

ATTENTION: ALL DEALER PARTS & SERVICE MANAGERS

Kia America, Inc., pursuant to the National Traffic and Motor Vehicle Safety Act, is conducting a Noncompliance Safety Recall Campaign on the vehicles below:

- Certain 2016-2017 MY Rio Sedan vehicles manufactured from March 3, 2015 through March 31, 2017,
- Certain 2016-2018 MY Optima vehicles manufactured from August 28, 2015 through March 6, 2018,
- Certain 2017-2018 MY Optima Hybrid vehicles manufactured from June 27, 2016 through November 21, 2017, and
- Certain 2017-2018 MY Optima Plug-in Hybrid vehicles manufactured from August 25, 2016 through November 22, 2017.

A crack can develop in the pawl of the trunk latch base subassembly which can intermittently cause the trunk's interior emergency release lever to be inoperative. As a result, the subject vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard (FMVSS) 401, "Internal Trunk Release". In the rare event that a person is inside the trunk compartment at the same time the latch pawl cracks, the person may not be able exit the trunk, thereby increasing the risk of injury.

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 the trunk latch base subassembly replaced with a new one.

The Technical Service Bulletin that provides vehicle inspection and repair procedures, affected VIN production range, and warranty claim information will be posted on the Kia Global Information System (KGIS) at www.kiatechinfo.com during the week of October 16, 2023.

Enclosed you will find a copy of the owner notification letter and a Q&A Guide for recall questions, both of which describe the issue. Note that any vehicle owner who has already paid for related repairs can submit a request for reimbursement online via the Owner's Section of www.kia.com. Kia will mail notices to the affected vehicle owners beginning on **October 19, 2023**.

Also, please make certain the appropriate personnel in your dealership are familiar with the details of this recall to ensure proper responses to customer inquiries and requests to have the recall performed on their vehicles. This Noncompliance Safety Recall Campaign represents an opportunity for your service department to deliver an exceptional service experience (e.g., flexible service appointment process, car wash and vacuum and timely service).

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 and Service Manager.

Sincerely,

Kia Service Department
Enclosures