



November 27, 2023

## ATTENTION: ALL DEALER PARTS & SERVICE MANAGERS

Kia America, Inc., pursuant to the National Traffic and Motor Vehicle Safety Act, is conducting a Safety Recall Campaign regarding the headliner plates on

- All 2009 MY Borrego vehicles manufactured from May 2, 2008 through January 20, 2009 and
- All 2010-2014 MY Borrego vehicles manufactured from October 20, 2009 through May 14, 2013 sold in the U.S. Territories.

Insufficient adhesive may have been applied to secure the headliner plates to the headliner. As a result, under certain circumstances, the headliner plate(s) may detach from the headliner upon deployment of the side curtain airbags thereby increasing the risk of injury to vehicle occupants. If the headliner plate(s) become detached upon deployment of the side curtain airbags, an occupant may be injured.

All owners of the subject vehicles will be notified by first class mail with instructions to bring their vehicles to a Kia dealer. Kia dealers will be instructed to add industrial-grade adhesive tape over the left and right headliner plates to further secure the plates to the headliner.

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](http://www.kiatechinfo.com) during the week of November 27, 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](http://www.kia.com). Kia will mail notices to the affected vehicle owners beginning on **November 30, 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 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 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