



January 29, 2024

ATTENTION: ALL DEALER PRINCIPALS

Kia America, Inc., pursuant to the National Traffic and Motor Vehicle Safety Act, is conducting a Safety Recall Campaign regarding the Side Curtain Airbag on certain 2023 MY Soul vehicles manufactured from April 3, 2023 through May 15, 2023 and certain 2024 MY Seltos vehicles manufactured from April 3, 2023 through May 15, 2023.

Due to a welding error in the stored gas section of the hybrid inflator, the side curtain airbag may inflate inadvertently without a deployment command from the Airbag Control Unit (ACU). The inadvertent inflation of the side curtain airbag increases the risk of injury to an occupant and may also create a driver distraction increasing 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. Kia dealers will inspect both side curtain airbag modules and, if necessary, replace the affected module(s) with a new one(s).

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 **January 31, 2024**.

What Should You Do?

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.

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 & Service Manager.

Sincerely,
Kia Service Department

Enclosures