



Kia America, Inc.
Corporate Headquarters
111 Peters Canyon Road, Irvine, CA 92606-1790 USA

IMPORTANT SAFETY RECALL

NHTSA Recall Number: 23V531

This notice applies to your vehicle: **Insert VIN**

September 28, 2023

Dear Kia Soul Vehicle Owner:

Kia has identified a defect in your vehicle which relates to motor vehicle safety.

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Kia America, Inc. has decided that a defect which relates to motor vehicle safety exists in certain 2023 MY Soul vehicles. The defect can result in an electric oil pump that overheats which increases the risk of a vehicle fire, thereby increasing the risk of injury. Our records indicate that you own or lease one of the affected vehicles.

What Is The Problem?

The electronic controller for the Idle Stop & Go (ISG) oil pump assembly may contain damaged electrical components that can cause the pump to overheat. An electric oil pump that overheats increases the risk of a vehicle fire, thereby increasing the risk of injury.

Kia Will Inspect, And If Necessary, Replace The Electric Oil Pump Controller Free of Charge At No Cost To You.

Kia dealers will inspect the electric oil pump controller, and if necessary, replace it with a new one. This recall will be performed **free of charge at no cost to you**. The estimated time required to perform this recall will be approximately one (1) hour. We recommend scheduling a service appointment to minimize your inconvenience.

What Should You Do?

- In the interest of the safety of your passengers, as well as your own safety, contact your authorized Kia dealer to arrange for the recall to be performed on your vehicle.
- **Park your vehicle outdoors and away from other vehicles or structures until you have the recall performed.**
- **WARNING:** You may experience one or more of the following conditions:
 - The illumination of various warning lamps including Electric Power Steering, Electronic Stability Control (ESC), Smart Cruise Control (SCC), Auto Hold, Forward Collision Avoidance (FCA), and Lane Keeping Assist (LKA) warning lamps,
 - Idle Stop & Go (ISG) may become inoperative,
 - Your vehicle may go into "limp home" mode,
 - Inability to turn the engine off, and/or
 - Smoke from the engine compartment.

If any of the above conditions occurs, pull over to a safe location and contact Kia Roadside Assistance at 1-800-333-4542 or online at kia.rsahelp.com to request to have your vehicle towed to the nearest authorized Kia dealership as soon as possible.

- To find your nearest dealer, visit www.kia.com and click the “Find Dealer” button in the upper right corner (“Dealers” on a mobile device). You can also use the QR code below with your mobile device to access this information (*see the bottom of this letter for more information about QR code use*):



Have You Changed Your Address Or Sold Your Kia?

If you have changed your home address, sold your Kia vehicle, or no longer own your vehicle, please complete the attached prepaid “Change of Address/Ownership” card and mail it to us. You can also contact the Kia Customer Care Center phone number listed below.

What If You Are A Vehicle Lessor?

Federal regulation requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

What If You Have Other Questions?

If your dealer does not respond to your service request in a timely manner, we suggest that you call Kia’s Customer Care Center at 1-800-333-4542. This number has TTY capability. If your dealer fails or is unable to remedy this defect without charge and within a reasonable amount of time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue, S.E., Washington, DC 20590; or call the toll free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>.

This action has been taken in the interest of your safety, and we regret any inconvenience this situation may cause you.

Sincerely,

Customer Care Department

QR Code Use:

- *A QR Code is a square, 2-dimensional barcode that can be read by mobile devices loaded with an appropriate barcode or QR Code Reader App. The app reads the barcode image and then launches/uploads the specific information the code contains, such as URLs, text, photos, videos.*
- *With a mobile device, download a QR Code Reader App. With many devices, you can do this through an app store or marketplace.*
- *Open the QR Code Reader App on your mobile device. The app will utilize your device’s camera. Center the code in the camera viewing area. With some apps, the URL or other information will automatically load when the code is recognized. For others, you may have to snap or take a picture of the QR code. Refer to the QR Reader Code App instructions.*

