



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

RENOTIFICATION

IMPORTANT SAFETY RECALL

NHTSA Recall Number: 23V652

This notice applies to your vehicle: [Insert VIN](#)

SEPTEMBER 9, 2024

THIS IS A RENOTIFICATION OF AN EARLIER COMMUNICATION ISSUED ON APRIL 23, 2024, WHICH NOTIFIED OWNERS OF THE AFFECTED 2012-2013 MY KIA OPTIMA VEHICLES OF A SAFETY RECALL. OUR RECORDS INDICATE THAT YOU ARE THE CURRENT REGISTERED OWNER OF THIS VEHICLE AND THAT THIS RECALL HAS NOT BEEN COMPLETED.

KIA IS REQUESTING THAT YOU CONTACT AN AUTHORIZED KIA DEALERSHIP IMMEDIATELY TO SCHEDULE AN APPOINTMENT TO INSTALL NEW FUSE(S) IN YOUR VEHICLE AT NO COST TO YOU.

IF YOU HAVE ALREADY TAKEN YOUR VEHICLE TO A KIA DEALER AND HAD THIS SAFETY RECALL PERFORMED, PLEASE DISREGARD THIS NOTICE.

IMPORTANT SAFETY RECALL

NHTSA Recall Number: 23V652

This notice applies to your vehicle: [Insert VIN](#)

FOLLOW-UP NOTICE

April 23, 2024

Dear Kia Optima 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 2012-2013 MY Optima vehicles. The defect can result in an engine compartment fire, increasing the risk of injury. The remedy is now available for your vehicle.



What Is The Problem?

The Hydraulic Electronic Control Unit (HECU) may experience an electrical short circuit, which can result in an engine compartment fire while driving or parked. An engine compartment fire while parked or driving can increase the risk of injury.

Kia Will Install New Fuse(s) Free of Charge At No Cost To You.

Kia dealers will install new fuse(s) to prevent an electrical short circuit condition in the HECU's electrical circuit board. 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) to two (2) hours. We recommend scheduling a service appointment to minimize your inconvenience.

What Should You Do?

- Park your vehicle outdoors and away from other vehicles or structures until you have this recall performed.
- **WARNING:** If you experience illumination of the Malfunction Indicator Lamp ("MIL") , ABS warning light , burning/melting smell, and/or smoke from the engine compartment, pull over to a safe location and turn OFF the engine. 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.

- 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.
- 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*):



What If You Have Already Paid To Have This Situation Corrected?

If you have incurred expense to remedy this issue prior to the date of this notice, you may have the opportunity to obtain reimbursement for that expense. You may submit your receipts online to Kia via the Owners section of www.kia.com or mail your receipts with a copy of the attached Request for Reimbursement form directly to Kia for review and consideration:

Kia Customer Care
Kia America, Inc.
P.O. Box 52410
Irvine, CA 92619-2410
1-800-333-4542

Pursuant to the General Reimbursement Plan issued by Kia pursuant to Federal Regulation 49 CFR 573.13, Kia will use its best efforts to respond to your claim within sixty (60) days of receipt and at that time Kia may either accept or reject that claim or it may request more information to evaluate the claim.

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.

