



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

May 17, 2024

Mr. J.S. (Jurassic) Park
VP/Chief Safety Officer
Kia America, Inc.
111 Peters Canyon Road
Irvine, CA 92606-1790

NEF-107ES
24V-338

Subject: Loose Seat Belt Retractor Cover/FMVSS 208 & 209

Dear Mr. Park:

This letter serves to acknowledge Kia America, Inc.'s notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

KIA/EV9/2024

Mfr's Report Date: May 14, 2024

NHTSA Campaign Number: 24V-338

Components:

SEAT BELTS:FRONT:RETRACTOR

Potential Number of Units Affected: 4

Problem Description:

Kia America, Inc. (Kia) is recalling certain 2024 EV9 vehicles. The front passenger seat belt retractor cover may not be secured properly, which can cause the front passenger seat belt automatic locking retractor (ALR) and emergency locking retractor (ELR) to not operate as intended. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard numbers 208, "Occupant Crash Protection" and 209, "Seat Belt Assemblies."

Consequence:

A seat belt retractor that does not operate as intended increases the risk of injury in a crash.

Remedy:

Dealers will replace the front passenger seat belt assembly, free of charge. Owner notification letters are expected to be mailed June 5, 2024. Owners may contact Kia customer service at 1-800-333-4542. Kia's number for this recall is SC312.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to www.nhtsa.gov.

Please be reminded of the following requirements:



You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

As stated in 49 U.S.C. § 30118(f), submission of eight consecutive quarterly reports followed by three annual reports is required. As described in 573.7, submission of the first of eight consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter. The first of three consecutive annual status reports will be due on, or before, 1 year after the eighth quarterly report was submitted.

Kia America, Inc.'s contact for this recall will be Emily C. Smith who may be reached by email at emily.c.smith@dot.gov. We look forward to working with you.

Sincerely,



Alex Ansley
Chief, Recall Management Division
Office of Defects Investigation
Enforcement