



May 17, 2024

ATTENTION: ALL DEALER PRINCIPALS

Kia America, Inc., pursuant to the National Traffic and Motor Vehicle Safety Act, is conducting a Noncompliance Safety Recall Campaign on certain 2024 MY EV9 vehicles manufactured on October 17, 2023.

The retractor cover for the front passenger seatbelt assembly in the subject vehicles was not properly secured by the supplier. An improperly secured retractor cover can cause the front passenger seatbelt automatic locking retractor (ALR) and/or emergency locking retractor (ELR) to not operate as intended. As a result, the subject vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard (FMVSS) No. 208 ("Occupant Crash Protection") and FMVSS No. 209 ("Seat Belt Assemblies"). An ALR and/or ELR that does not operate as intended increases the risk of injury in a crash. Customers may experience grinding noise during use of the front passenger seatbelt due to this condition.

Dealers will replace the front passenger seatbelt assembly with a new one.

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 **June 5, 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 noncompliance 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