



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

**1200 New Jersey Avenue SE  
Washington, DC 20590**

November 25, 2025

25V809

Shaun Austin  
Hyundai Motor America  
10550 Talbert Avenue  
Fountain Valley, CA 92708

**Subject:** Side Curtain Air Bags May Not Deploy Properly

Dear Shaun Austin:

This letter serves to acknowledge Hyundai Motor America'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:**

HYUNDAI/TUCSON/2025  
HYUNDAI/SANTA CRUZ/2025-2026  
HYUNDAI/SANTA FE HYBRID/2025-2026  
HYUNDAI/SANTA FE/2025-2026  
GENESIS/GV70/2026

**Mfr's Report Date:** November 20, 2025

**NHTSA Campaign Number:** 25V809

**Components:**

AIR BAGS:SIDE/WINDOW:CURTAIN

**Potential Number of Units Affected:** 258

**Problem Description:**

Hyundai Motor America (Hyundai) is recalling certain 2025 Tucson, 2025-2026 Santa Cruz, Santa Fe, Santa Fe Hybrid, and 2026 Genesis GV70 vehicles. The side curtain air bags may not have been installed properly, which can cause the air bags not to deploy as intended.

**Consequence:**

Side curtain air bags that do not deploy as intended increase the risk of injury in a crash.

**Remedy:**



Dealers will reinstall the side curtain air bags, free of charge. Owner notification letters are expected to be mailed January 19, 2026. Owners may contact Hyundai customer service at 1-855-371-9460. Hyundai's numbers for this recall are 289 and 029G. Vehicle Identification Numbers (VINs) involved in this recall became searchable on NHTSA.gov on November 22, 2025.

**Notes:**

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-888-275-9171), or go to [www.nhtsa.gov](http://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).

Please be reminded that under 49 U.S.C. § 30112(a)(3), it is illegal for a manufacturer, to sell, offer for sale, import, or introduce or deliver into interstate commerce, a motor vehicle or item of motor vehicle equipment that contains a safety defect once the manufacturer has notified NHTSA about that safety defect. This prohibition does not apply once the motor vehicle or motor vehicle equipment has been remedied according to the manufacturer's instructions.

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.

Hyundai Motor America's contact for this recall will be Emily Smith who may be reached by email at [emily.c.smith@dot.gov](mailto:emily.c.smith@dot.gov). We look forward to working with you.

Sincerely,

*Alex Ansley*

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