

April 30, 2014

Attention: All Dealer Principals

Kia Motors America, Inc. will be conducting a voluntary service campaign, as a preventative measure, to apply additional anti-corrosion material to the vehicle underbody on certain 2005-2010 MY Sportage vehicles, manufactured from June 24, 2004 through January 26, 2010. The affected vehicles are mainly those currently registered in one of the twenty-one salt-belt states where heavy amounts of road salt are used.

The Technical Service Bulletin that provides vehicle repair procedures, affected VIN production range, and warranty claim information will be posted on the Kia Global Information System (KGIS) at www.kiatechinfo.com on April 30, 2014.

Your Service Manager was sent a copy of the owner notification letter and a Q&A guide for campaign questions both of which describe the issue and information on how to access the list of retailed 2005-2010 MY Sportage vehicles on WEBDCS.

What Should You Do

Please make certain the appropriate personnel in your dealership are familiar with the details of this service campaign to ensure proper responses to customer inquiries and requests to have the campaign performed on their 2005-2010 MY Sportage vehicles.

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 Motors 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 service campaign, and for no other purpose.

Your prompt attention in completing this repair is appreciated. If you have any questions, please contact your Kia District Parts & Service Manager.

Sincerely,



Neem Van der Reest
Quality Analysis Manager

Enclosures