



May 29, 2014

ATTENTION: KIA DEALER PRINCIPALS

Kia Motors America, Inc. is conducting a Voluntary Service Campaign on certain 2011-2013 MY Sorento vehicles with the 3.5 liter engine, to upgrade the Engine Control Module ("ECM") Logic.

The Technical Service Bulletin (TSB) 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 May 29, 2014.

Your Service Manager was sent a copy of the owner notification letter, a Q&A guide for campaign questions, both of which describe the issue, and information on how to access the list of retailed 2011-2013 MY Kia Sorento vehicle owners on WEBDCS.

Please make certain the appropriate personnel in your dealership are familiar with the details of this campaign to ensure proper responses to customer inquiries and request to have the campaign performed on their vehicle.

LEGAL 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.

We appreciate your attention and cooperation in completing this campaign. If you have any questions, please contact your Kia District Parts/Service Manager.

Sincerely,

A handwritten signature in black ink, appearing to read "Neem Van der Reest", with a stylized flourish at the end.

Neem Van der Reest
Quality Analysis Manager

Enclosures