



Kia Motors America, Inc.

Corporate Headquarters

111 Peters Canyon Road, Irvine, CA 92606-1790 USA

VOLUNTARY SERVICE CAMPAIGN

August 12, 2015

Dear Kia Optima Owner:

Kia Motors America, Inc. is conducting a Voluntary Service Campaign to add additional anti-corrosion material to the underbody of all 2006-2010 Kia Optima vehicles that were originally sold in or are currently registered in the states where heavy amounts of road salt are used.

Why is Kia Conducting This Service Campaign?

The National Highway Traffic Safety Administration (NHTSA) recently issued a Safety Advisory and consumer video on preventing vehicle undercarriage corrosion. NHTSA's safety advisory urges owners of vehicles that are more than seven (7) years old to:

- Maintain their vehicle and prevent corrosion by washing the undercarriage regularly throughout the winter and giving it a thorough washing in the spring to remove road salt and other de-icing chemicals that can lead to corrosion.
- Monitor the brake system for signs of corrosion by having regular professional inspections and watching for signs of problems, including loss of brake fluid, unusual leaks and a soft or spongy feel in the brake pedal.
- Address severe corrosion, marked by flaking or scaling of the metal brake pipes, by having the full assembly replaced.

As a further preventive measure that is meant to complement these maintenance recommendations, Kia is conducting this service campaign to improve corrosion resistance.

What Will Kia Do?

- Kia dealers will add additional anti-corrosion material to the underbody of your vehicle. This work will be performed at Kia's expense at no cost to you.

What Should You Do?

- Please contact your Kia dealer to schedule a service appointment at your earliest convenience. The time required to apply the anti-corrosion material to your vehicle can vary depending on the dealer's work schedule, so a service appointment is an important way of minimizing your inconvenience. Please present this notice when you arrive at the Kia dealer.
- Read the information and follow the instructions in the section titled "Maintenance Section – Underbody Maintenance" of your owner's manual regarding the ongoing maintenance and cleaning of the underbody of your vehicle to limit the effects of road salt conditions in the future. If proper underbody maintenance is not followed, accelerated rusting can occur on underbody parts such as the fuel lines, frame, and floor pan and exhaust system, even though they have been provided with this additional rust protection.

Have You Changed Your Address or Sold Your Kia?

- If you have changed your home address, sold your Kia vehicle, or no longer own your vehicle, please complete the enclosed prepaid "Change of Address/Ownership" card and mail it to us.

What If You Have Other Questions?

- Should you have any questions regarding this Voluntary Service Campaign or your dealer does not respond to your service request in a timely manner, we suggest that you call Kia's Consumer Assistance Center at 1-800-333-4542 (Monday through Friday, 5AM to 6PM, Pacific Time), or through the owner's section of www.kia.com.

Please accept our apologies for any inconvenience this matter may cause you.

Sincerely,

Consumer Affairs Department