



**QUESTIONS AND ANSWERS FOR VOLUNTARY SERVICE CAMPAIGN
SC122 – UNDERBODY – ADDITIONAL ANTI-CORROSION TREATMENT**

July 16, 2015

Q1. What type of campaign is Kia conducting?

A1. *Kia Motors America, Inc. is conducting a Voluntary Service Campaign to apply additional anti-corrosion material to the underbody of all 2006-2011 MY Rio, 2004-2009 MY Spectra, 2006-2010 MY Optima, 2010-2013 MY Soul and 2007-2010 MY Rondo vehicles originally retailed and/or currently registered in the twenty-one (21) salt belt states where heavy amounts of road salt are used.*

*The 21 salt belt states are: **CT, DC, DE, IA, IL, IN, MA MD, ME, MI, MN, MO, NH, NJ, NY, OH, PA, RI, VT, WI, and WV.** In addition to the salt belt states, the following states have substantially raised their use of road salt in recent years and are also part of this Service Campaign: **KS, KY, NE, ND, SD, UT, and AK.***

Q2. Why is Kia conducting this service campaign?

A2. 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.

Q3. What vehicles are affected by this service campaign?

A3. *The 2006-2011 MY Rio manufactured from February 20, 2005 through July 1, 2011; 2004-2009 MY Spectra vehicles manufactured from November 7, 2003 through April 6, 2009; 2006-2010 MY Optima produced from September 29, 2005 through April 29, 2010; 2010-2013 MY Soul vehicles manufactured from January 8, 2009 through October 2, 2013; and 2007-2010 MY Rondo manufactured from September 13, 2006 through July 30, 2010, originally retailed or currently registered in the salt belt states that are known to use substantial amounts of road salt.*

Q4. How many vehicles are included?

A4. *Approximately 466,671 vehicles are affected by this campaign.*

Q5. What should vehicle owners do when they receive the notification?

A5. *Owners are asked to contact the nearest Kia dealer to schedule an appointment to have the additional anti-corrosion material applied to the underbody of their vehicles.*

Owners are also asked to read the information and follow the instructions in the section of their owner's manual titled "Maintenance Section – Underbody Maintenance" regarding the ongoing maintenance and cleaning of the underbody of their vehicle to limit the effects of road salt conditions in the future.

Q6. Have there been any deaths or injuries as a result of this issue?

A6. *No.*

Q7. Have there been any accidents as a result of this issue?

A7. *No.*

Q8. Has Kia had any litigation regarding this issue?

A8. *No.*

Q9. What road conditions can cause the vehicle underbody to begin to corrode?

A9. *Corrosive materials used for ice and snow removal and dust control may collect on the underbody. If these materials are not removed, accelerated rusting can occur on underbody parts even though they have been provided with this additional rust protection.*

Q10. Will the customer need to pay for the application of the anti-corrosion material?

A10. *No. The additional anti-corrosion treatment will be applied to the underbody of the vehicle at no cost to the customer for parts or labor.*

Q11. How long will application of the anti-corrosion material take?

A11. *The estimated time required to complete is approximately one hour. However, the actual time can vary depending on the dealer's work schedule; therefore scheduling an appointment is recommended.*

Q12. If a customer's vehicle was previously registered in one of the salt belt states but has since moved, will Kia repair their vehicle?

A12. *These situations must be handled on a case-by-case basis depending upon the length of time the vehicle was operated in a salt belt state. The dealer will need to contact the DPSM to review that customer's particular situation to consider possible assistance.*

Q13. How will owners of the affected vehicles be notified?

A13. *Kia will be notifying owners of the affected vehicles by first-class mail beginning on July 22, 2015.*

Q14. Are there any restrictions on an owner's eligibility?

A14. *Yes. The campaign only applies to vehicles originally retailed or currently registered in one of the salt belt states where heavy amounts of road salt are used.*

*The 21 salt belt states are: **CT, DC, DE, IA, IL, IN, MA MD, ME, MI, MN, MO, NH, NJ, NY, OH, PA, RI, VT, WI, and WV.** In addition to the salt belt states, the following states have substantially raised their use of road salt in recent years and are also part of this Service Campaign: **KS, KY, NE, ND, SD, UT, and AK.***

Q15. We have heard in Congressional hearings that some other manufacturers routinely mix service campaigns and safety recall campaigns so that they have no separate meaning. Does Kia do the same thing?

A15. *No. Kia performs a Service Campaign only when no risk to safety has been identified and it is thus not a Safety Recall Campaign.*

Q16. If a customer has an immediate question, where can they get further information?

A16. *They can contact their local Kia dealership or call Kia's Consumer Assistance Center at 1-800-333-4542 (Monday through Friday, 5AM to 6PM, Pacific Time), or contact us via the Owner's Section of www.kia.com.*