



February 9, 2015

Attention: All Kia Service Managers

Kia Motors America, Inc. will be conducting a Voluntary Service Campaign to update the Engine Control Unit (ECU) in certain 2012-2014 MY Sorento, 2012-2013 MY Optima, and 2012-2013 MY Sportage vehicles equipped with the 2.4L and 2.0L Turbo GDI engines. The subject vehicles' engines are equipped with a Gasoline Direct Injection (GDI) system that utilizes a Flow Control Valve (FCV) to control the supply of fuel. The FCV needle may experience excessive wear, eventually resulting in impairment of fuel flow. If that happens, and to protect the engine, the ECU may reduce engine acceleration while illuminating the "Check Engine" or Malfunction Indicator Lamp (MIL). The ECU update will improve the durability and operation of the FCV needle.

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 **February 9, 2015**.

Enclosed you will find a copy of the owner notification letter and a Q&A Guide for campaign questions, both of which describe the issue. A list of retail Kia Sorento, Optima and Sportage vehicle owners affected by this campaign can be accessed on WEBDCS.

Notifications will begin on February 11, 2015 for the 2012-2013 MY Sorento owners, on February 27, 2015, March 6, 2015, and March 13, 2015 for the 2012-2013 MY Optima and 2012-2013 MY Sportage owners, and March 16, 2015 for the 2014 MY Sorento vehicle owners. 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 requests to have the campaign performed on their 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 voluntary service campaign, and for no other purpose

Your prompt attention in completing this campaign is appreciated. 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