



Kia Motors America, Inc.

Corporate Headquarters

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

VOLUNTARY SERVICE CAMPAIGN

March 13, 2015

Dear Kia Sportage Owner:

Kia Motors America, Inc. is conducting a Voluntary Service Campaign to update the Engine Control Unit (ECU) in certain 2012-2013 MY Sportage vehicles which could otherwise experience a decrease in acceleration accompanied by the illumination of the "Check Engine" or Malfunction Indicator Lamp (MIL).

Why is Kia Conducting This Service Campaign?

- 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. In some 2012-2013 MY Sportage vehicles, the FCV needle may experience excessive wear, eventually resulting in impairment of fuel flow. If that happens, and to protect the engine, the Engine Control Unit may reduce engine acceleration while illuminating the "Check Engine" or Malfunction Indicator Lamp (MIL). Kia therefore has decided to reprogram the ECU to improve the durability and operation of the FCV needle.

What Will Kia Do?

- Kia will advise its authorized dealers to reprogram the ECU to correct this condition. 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 repair 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.

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 Standard 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