



April 3, 2015

Attention: All Dealer Principals

Kia Motors America, Inc. will be conducting a Voluntary Service Campaign, to replace the Tire Valve Stem Assemblies in certain 2010 MY Soul, 2010 MY Forte, and 2011 MY Sorento vehicles originally retailed or currently registered in one of the salt-belt states.

The Technical Service Bulletin 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 April 3, 2015.

Your Service Manager was sent a copy of the owner notification letter and a Q&A guide for campaign questions both of which describe the issue and information on how to access the list of retailed 2010 MY Soul, 2010 MY Forte and 2011 MY Sorento vehicles on WEBDCS.

What Should You Do

Please make certain the appropriate personnel in your dealership are familiar with the details of this service campaign to ensure proper responses to customer inquiries and requests to have the campaign performed on their 2010 MY Soul and Forte, and 2011 MY Sorento 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 service campaign, and for no other purpose.

Your prompt attention in completing this repair 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