



Kia Motors America, Inc.

Corporate Headquarters

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

VOLUNTARY SERVICE CAMPAIGN

April 10, 2015

Dear Kia Soul Owner:

Kia Motors America, Inc. is conducting a Voluntary Service Campaign to replace the Tire Valve Stem Assemblies in certain 2010 MY Soul 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 Tire Valve Stem Assemblies in some of the 2010 MY Soul vehicles can crack if they become corroded. Such cracks can cause the air in the tires to leak out. However, the Tire Valve Stem Assembly is equipped with a Tire Pressure Monitoring System (TPMS) and a sufficient leak will result in the illumination of the TPMS warning light. In some instances, a cracked valve stem can break off when attempting to add air to the tires. Kia has therefore decided to replace the Tire Valve Stem Assemblies for the affected vehicles with an improved design.

What Will Kia Do?

- Kia dealers will replace the Tire Valve Stem Assemblies in your vehicle with a redesigned Assembly. 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