



March 19, 2015

Attention: All Kia Parts & Service Managers

Kia Motors America, Inc. will be conducting a voluntary service campaign, to update the Airbag Control Unit logic for certain 2014-2015 MY Soul vehicles. Kia provides software logic for the 2014-2015 MY Soul which can predict certain rollover events and protect the occupants by deploying the curtain and side airbags in advance of a rollover. Kia has become aware of a few extreme driving events, typically at low speeds and involving parking valets and/or prolonged multi-level garage driving, which can deploy such airbags by coinciding with a specialized portion of the ACU rollover deployment logic where it is not likely that a rollover would occur. Kia has decided to adjust the system logic to reduce the likelihood of rollover airbag deployments in these circumstances.

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 **March 19, 2015**.

The owner notification will be mailed starting March 24, 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 Soul owners affected by this campaign, can be accessed on WEBDCS.

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 2014-2015 MY Soul 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".

Neem Van der Reest
Quality Analysis Manager
Enclosures