



## VOLUNTARY SERVICE CAMPAIGN

March 24, 2015

Dear Kia Soul Owner:

Kia Motors America, Inc. is conducting a Voluntary Service Campaign to update the Airbag Control Unit (ACU) logic for anticipated rollover situations for the curtain and side airbags in certain 2014-2015 MY Soul vehicles.

### **Why is Kia conducting this service campaign?**

- Kia provides software logic for the 2014-2015 model year 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 incidents, 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.

### **What Will Kia Do?**

- Kia will update the rollover ACU logic settings in your vehicle.

### **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](http://www.kia.com).

Please accept our apologies for any inconvenience this matter may cause you.

Sincerely,

Consumer Affairs Department