



August 12, 2016

**Attention: All Dealer Principals**

Kia Motors America, Inc. is conducting a Customer Satisfaction / Warranty Extension Program regarding the Motor Driven Power Steering (MDPS) on all 2011-2013 MY and some 2014 MY Kia Optima vehicles. The MDPS unit may experience noise when turning the steering wheel left or right, especially while the vehicle is stopped. Kia's analysis has identified that this condition occurs mainly in extremely high humidity states adjacent to warm ocean waters due to the wear of the flexible coupling in the MDPS, after extended usage over years. The extremely high humidity states adjacent to warm ocean waters include: Alabama, Florida, Georgia, Hawaii, Louisiana, Mississippi, North Carolina, South Carolina, and Texas.

- **For vehicles sold or currently registered in extremely high humidity states adjacent to warm ocean waters**, the flexible coupling will be replaced with a new one if it had not been previously replaced under warranty.
- **For vehicles sold or registered in all other states**, Kia is extending the warranty on the flexible coupling in the MDPS from 5 years/60,000 miles to **10 years/unlimited mileage, starting from the first date of service** in order to ensure customer satisfaction.

The Technical Service Bulletin that provides vehicle repair procedures and the affected VIN production range will be posted on the Kia Global Information System (KGIS) at [www.kiatechinfo.com](http://www.kiatechinfo.com), and the Warranty Bulletin describing this warranty extension will be posted on [www.kdealer.com](http://www.kdealer.com) on **August 12, 2016**.

Your Service Manager was sent a copy of the owner notification letter and Q&A guide for program questions both of which describe the issue and information on how to access the list of retailed 2011-2013MY and certain 2014MY Kia Optima vehicles.

Kia will notify owners advising them of the Customer Satisfaction / Warranty Extension Program starting **August 16, 2016**.

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.

Please contact your District Parts & Service Manager if you have any questions.

Regards,

Sincerely,

Neem Van der Reest  
Quality Analysis Manager  
Enclosures