



Product Improvement Campaign (PI1802) - Update

September 20, 2018

Attention: All Kia Dealer Service Managers

As announced in July 2018, Kia Motors America, Inc. has been conducting a Product Improvement Campaign (PI1802) to perform a software update to protect the engine from excessive connecting rod bearing damage by utilizing a Knock Sensor Detection System ("KSDS") on certain Kia vehicles.

Since the launch of this Product Improvement Campaign, Kia has become aware that the KSDS software version installed on 2014~2015 MY Optima vehicles **before** September 7, 2018 has an error and requires the installation of a new corrected software.

Kia has identified all affected 2014~2015 MY Optima vehicles which require the installation of the new corrected software. These vehicles are identified under a separate campaign number, PI1802A1. The customers of these vehicles have been notified by mail to return to the dealership to have this software update with the corrected version installed as quickly as possible.

Please refer to TSB PI1802 (Rev 2, dated September 20, 2018) for the Previous & New ROM IDs of software versions for the affected vehicles.

In the week of September 24, 2018, a copy of the owner notification letter will be made available on kdealer.com, and a list of retail Kia Optima vehicle owners affected by this campaign can be accessed on WEBDCS.

We appreciate your support in encouraging customers to have this Product Improvement Campaign completed as quickly as possible.

Please make certain the appropriate personnel in your dealership are familiar with the updated details of this campaign to ensure proper responses to customer inquiries and requests to have the campaign performed on their vehicles. Be sure to remind your customers of the importance of following the vehicle's maintenance schedule and keeping maintenance records.

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 product improvement 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,

Neem Van der Reest
Quality Analysis Manager
Enclosures