



Kia Motors America, Inc.
Corporate Headquarters

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

PRODUCT IMPROVEMENT CAMPAIGN
IMPORTANT UPDATED NOTICE

September 20, 2018

Dear Kia Optima Owner:

As we previously notified you, Kia Motors America, Inc. is conducting an important Product Improvement Campaign to perform a software update on some 2014 MY Optima vehicles equipped with 2.4L Gasoline Direct Injection ("GDI") engines, and all 2015 MY Optima vehicles equipped with 2.4L GDI and 2.0L Turbocharged GDI ("T-GDI") engines to protect the engine from excessive connecting rod bearing damage by utilizing a Knock Sensor Detection System ("KSDS").

Our records show that the KSDS software was recently installed in your vehicle and we want to thank you for your quick action. Since then, Kia has become aware that the KSDS software version installed in your vehicle has an error and requires the installation of a new corrected software.

What Is the Issue With the KSDS Software Currently Installed In Your Vehicle?

As identified in the previous notice to you, Kia designed its KSDS software to 1) detect vibrations indicating the onset of excessive connecting rod bearing wear in the engine, 2) warn the driver and 3) initiate a limp home mode to both protect the engine while allowing limited operation of the vehicle at speeds up to 65mph. **As a result of a software error, once limp home mode is activated, you will no longer be able to accelerate the vehicle up to 65mph. Instead, if driving above 20mph, the vehicle will decelerate slowly until it reaches 20mph. Once the vehicle is stopped for any reason, the transmission will only be able to engage its first gear thereby limiting vehicle speed to 20mph or less depending on vehicle loading and road conditions.**

In order to correct this, Kia is asking you to return to the dealership to have this software update with the corrected version installed as quickly as possible.

What Will Kia Do?

- At no cost to you, Kia will install the updated corrected software to the ECU in your vehicle.
- For the inconvenience involved in returning to the dealership for this additional service, Kia would like to provide you with the following:
 - Complimentary lube, oil and filter change which can be utilized at your next regularly-scheduled maintenance interval at your local Kia dealership (no time limit to complete); and
 - \$25 gift card to be mailed to you upon receipt of notification of completion of this corrected KSDS software update from your Kia dealership if completed by November 30, 2018 (card issuance typically within 30-60 days after the update is completed)

What Should You Do?

- Please contact your Kia dealership immediately to have the updated KSDS software installed on your vehicle. The estimated time required to update the ECU in your vehicle is approximately one (1) hour, depending on your dealer's schedule. We recommend that you contact your local Kia dealer to schedule a service appointment by phone or online to minimize inconvenience.
- If limp home mode is triggered prior to receiving the updated software version and you believe that you cannot drive the vehicle to a Kia dealer to have this update completed, you can contact Kia Roadside Assistance at 1-800-333-4542 to have the vehicle towed to your nearest dealer.

- To find your nearest dealer, visit www.kia.com and click the "Find Dealer" button in the upper right corner ("Dealers" on a mobile device). You can also use the QR code below with your mobile device to access this information (see the bottom of this letter for more information about QR code use):



IMPORTANT

Continue to follow the maintenance schedule outlined in Section 7 (Maintenance) of your vehicle's Owner's Manual. Keep copies of your receipts/repair orders to show compliance with the vehicle's maintenance schedule.

- Place this letter in your vehicle's glove compartment, preferably together with your vehicle's other warranty information. When seeking service, refer this letter to your servicing dealer. If you sell your vehicle, ensure that you include this letter with the documents you provide to the buyer.

What Will Happen Once The Corrected Knock Sensor Detection System Software Has Been Installed?

If excessive bearing wear is detected after the KSDS software update has been completed, the following will occur:

1. **The Malfunction Indicator Lamp ("MIL") will blink continuously**, and the vehicle will be placed in a reduced power and acceleration mode [referred to as "Limp Home Mode"].



Malfunction Indicator Lamp ("MIL")

2. **Your vehicle can continue to be operated for a limited time in Limp Home Mode to permit you to drive the vehicle to a safe location, but it will accelerate slowly and have a reduced maximum speed.** Engine RPMs will be limited to approximately 1800-2000 RPM. This means the maximum vehicle speed will be limited to approximately 65mph or less depending on vehicle loading and road conditions.

Should the above occur in your vehicle (blinking MIL and Limp Home Mode), contact your dealer immediately to have your vehicle inspected.

WARNING:

- **If you ignore the blinking MIL and continue to drive your vehicle in Limp Home Mode for an extended number of miles, your vehicle may eventually experience severe engine damage and stall.**
- The Kia service technician will be able to read how long you have driven your vehicle after the KSDS is activated.
- It is important that you understand that an abusive failure to take the vehicle to a Kia dealer after KSDS activation may void the lifetime warranty KMA is providing with completion of this Product Improvement Campaign.

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.



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What If You Have Other Questions?

- Should you have any questions regarding this Product Improvement Campaign or your dealer does not respond to your service request in a timely manner, we suggest that you contact 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

QR Code Use:

- A QR Code is a square, 2-dimensional barcode that can be read by mobile devices loaded with an appropriate barcode or **QR Code Reader App**. The app reads the barcode image and then launches/uploads the specific information the code contains, such as URLs, text, photos, videos.
- With a mobile device, **download a QR Code Reader App**. With many devices, you can do this through an app store or marketplace.
- **Open the QR Code Reader App on your mobile device. The app will utilize your device's camera.** Center the code in the camera viewing area. With some apps, the URL or other information will automatically load when the code is recognized. For others, you may have to snap or take a picture of the QR code. **Refer to the QR Reader Code App instructions.**