



**Kia Motors America, Inc.
Corporate Headquarters**

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

Voluntary Emissions Service Campaign

September 10, 2018

Dear Kia Optima Hybrid Owner:

Kia Motors America, Inc. is conducting a Voluntary Emissions Service Campaign to replace the Vehicle Emission Control Information (VECI) Label on all 2015, 2016, and some 2017 MY Optima Hybrid vehicles.

Why is Kia conducting this emissions service campaign?

- Kia has become aware that an incorrect VECI label was installed on all 2015, 2016, and some 2017 MY Kia Optima Hybrid vehicles. The VECI label is extremely important when performing maintenance, emissions inspection, or ordering engine and engine management related parts. It also contains the code that tells a testing facility which test to perform to ensure the vehicle is tested to the correct standard. The U.S. Environmental Protection Agency and California Air Resources Board consider the under hood VECI label an integral part of state emission testing. If the VECI label is incorrect, your vehicle may fail the emission testing, even if it meets applicable emissions standards.

What Will Kia Do?

- Kia has included a replacement VECI label with this letter along with instructions for the installation of the replacement label.

What Should You Do?

- We ask that you cover the VECI label under the hood of your vehicle with the label included in this letter. Instructions for installation are attached to this notice.
- If you prefer not to install the label yourself, you can contact your Kia dealership to schedule a service appointment. The actual time to replace the label is approximately 10 minutes, however, the time required to service your vehicle can vary, depending on the dealer's work schedule, therefore we recommend scheduling a service appointment to minimize your inconvenience. Please bring this notice and the replacement label with you to the service appointment.
- Having this service update performed will help ensure your vehicle's full protection under the emissions warranty.
- Failure to have this service performed could cause your vehicle to fail an emission inspection (SMOG check) when required under State law. It could also be

considered a lack of proper maintenance.

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 attached prepaid "Change of Address/Ownership" card and mail it to us.

Are You a Vehicle Lessor?

- If you are the lessor and registered owner of the vehicle identified in this action, please forward this letter via first-class mail to the lessee within ten (10) days of receipt.

Do you have other questions?

- Should you have any questions regarding this Campaign or if 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 contact us 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