



February 1, 2019

Attention: All Dealer Principals

Kia is conducting a Voluntary Service Campaign to replace the front driver and/or passenger seatback frames in certain 2019 MY Kia Optima vehicles, manufactured from December 13, 2018 through January 2, 2019. The upper side member connection area on one side of the front seatback frame may have been improperly welded and may detach as a result. If the weld detaches, the driver or front seat passenger may hear a noise coming from the area and/or may experience slight discomfort when seated.

Your Service Manager was sent a copy of the owner notification letter and a Q&A guide both of which describe the issue and information on how to access the list of affected Optima vehicles. Kia will notify the vehicle owners on **February 6, 2019**.

What Should You Do?

Please make certain the appropriate personnel in your dealership are familiar with the details of this service campaign to ensure proper responses to customer inquiries and requests to have the campaign performed on their vehicles.

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 service campaign, and for no other purpose.

Your prompt attention in completing this service campaign is appreciated. If you have any questions, please contact your Kia District Parts & Service Manager.

Sincerely,

A handwritten signature in black ink, appearing to read "Neem Van der Reest", is written over a horizontal line.

Neem Van der Reest
Manager, Technical Services & Engineering

Enclosures