



February 1, 2019

**Attention: All Kia Parts & Service Managers**

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, due to improper weld conditions on the seatback frame. 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.

The Technical Service Bulletin that provides vehicle inspection and repair procedures, affected VIN production range, and warranty claim information will be posted on the Kia Global Information System (KGIS) at [www.kiatechinfo.com](http://www.kiatechinfo.com) during the **week of February 4, 2019**.

**PARTS INFORMATION** –A shipment of Seat Back Frame Assemblies will go out for the impacted dealer stock units (not including fleet) the week of February 4th. Additional orders will require VIN validation.

Enclosed you will find a copy of the owner notification letter and a Q&A Guide for campaign questions, both of which describe the issue. A list of Kia Optima vehicle owners affected by this service campaign can be accessed on WEBDCS. Log onto the site, select the Campaigns Tab, click on Open Campaign Report in the left side menu, and select **SC173** to generate the list.

Notices to the affected Optima vehicle owners will be mailed on **February 6, 2019**. Please start performing the repairs immediately on any affected vehicles currently in your inventory.

Also, 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 request 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 repair is appreciated. If you have any questions, please contact your Kia District Parts and Service Manager.

Sincerely,

Neem Van der Reest  
Manager, Technical Services & Engineering

Enclosures