



November 1, 2019

**Attention: All Kia Service Managers**

Kia Motors America, Inc. is announcing the **launch of a Customer Satisfaction Initiative for all Telluride customers on 11/1/2019.**

As part of the ongoing monitoring of Telluride performance, we have identified that in some instances, customers have reported windshield chipping followed by extensive cracking within a short period of time, preventing repair of the chip.

Although the vehicle's warranty specifically excludes warranty coverage for broken, chipped, scratched or damaged window glass due to outside influence, **KMA would like to provide Telluride customers with goodwill repair support should they encounter the issue while we continue to investigate.**

Dealers are asked to replace an affected Telluride customer's windshield under goodwill following inspection to confirm the condition (chip due to impact from road debris and windshield cracking preventing repair).

KMA will also reimburse customers for out-of-pocket expense previously incurred due to this issue (instructions included in the owner notification letter).

Enclosed you will find a copy of:

- The owner notification letter (customers have been asked to bring a copy of the owner notification letter with them to the dealer if they are seeking replacement of their windshield or submit but it is not required) and
- A Bulletin with goodwill claim submission information

These documents will be posted under the Consumer Affairs section of KDealer for future reference.

As this is not a campaign, there is no campaign number or VIN inquiries available in WebDCS or any other systems to notify dealers of this Initiative.

Please make certain the appropriate personnel in your dealership are familiar with the details of this Customer Satisfaction Initiative so they are prepared for any customer inquiries as a result of the owner notification.

As always, please ensure any affected customers receive a superior level of service while at your dealership, including:

- ✓ Greeting the customer promptly upon arrival, and perform a complimentary Kia Multi-point Inspection using the recommended form and processes; and
- ✓ Completing all requested service promptly and being respectful of the customer's time; and
- ✓ Ensuring each vehicle is delivered back to the customer clean, and with a complete review of all services performed; and
- ✓ Contacting every customer by telephone or email within 2 days after the service to confirm satisfaction.

Thank you for your support in providing a top tier customer service experience to these Telluride customers.

KIA CONSUMER ASSISTANCE