



Kia Motors America, Inc.
Corporate Headquarters
111 Peters Canyon Road, Irvine, CA 92606-1790 USA

CUSTOMER SATISFACTION INITIATIVE

November 4, 2019

<Mail Merge – Customer Name
Address1
Address2
Address3>

Dear Kia Telluride Owner:

Congratulations on the purchase of your new 2020MY Kia Telluride! We packed the Telluride with all the things you need for life's adventures—powerful performance, exceptional handling, and signature Kia technology—so you can get everything you want out of it and then some.

We're writing to let you know that as part of our 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, thereby preventing repair of the chip.

Your vehicle's 2020 warranty specifically excludes coverage for broken, chipped, scratched or damaged window glass due to outside influence. However, as you are a valued customer, Kia would like to provide you with repair support should you encounter the issue described above.

What Will Kia Do?

- In an effort to ensure customer satisfaction, Kia will replace your Telluride's windshield as a goodwill gesture should it chip and crack thereby preventing repair of the chip while we continue to investigate this issue.
 - Please note that damage caused to your windshield due to a vehicle collision will not be covered under this initiative.
- Kia will provide you with alternate transportation for the duration of the windshield repair, if necessary.
- If you have encountered any out-of-pocket expense associated with this issue previously, you may be eligible for reimbursement of that repair upon receipt of back-up documentation/receipts for those expenses.

What Should You Do?

- Should you experience the above described condition and your windshield needs replacement because it is not repairable, please contact your local authorized Kia dealer and schedule an appointment. Bring this letter to the appointment and provide it to the dealer for reference.
- 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*):



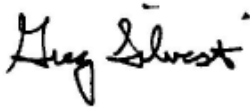
- If you have incurred expense to remedy this issue prior to the date of this notice, you may have the opportunity to obtain reimbursement for that expense. You may **submit your receipts online to Kia via the Owners section of www.kia.com** (MyKia>Contact Us or directly at this link: <https://ksupport.kiausa.com/ConsumerAffairs>) or mail your receipts with a copy of the attached Request for Reimbursement form directly to Kia for review and consideration:

**Consumer Assistance Center
Kia Motors America, Inc
P.O. Box 52410
Irvine, CA 92619-2410
1-800-333-4542**

- The Kia Consumer Assistance Center is available at the number listed above if you have any questions or require assistance in submitting your claim (M-F, 5 AM to 6 PM PST).

On behalf of Kia Motors, thank you for your support of the Kia brand. We're making you aware of this issue and taking these actions as a demonstration of Kia's commitment to vehicle quality and customer satisfaction.

Sincerely,



Greg Silvestri
Vice President, Service & Aftersale Operations

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.**