



January 28, 2020

**Attention: All Kia Dealer Principals**

Kia Motors America, Inc. is conducting a Product Improvement Campaign to adjust the headlamp aim on certain 2020 MY Telluride vehicles, manufactured from September 9, 2019 through December 14, 2019, to more precisely focus the headlamps on the correct position on the roadway and reduce the glare from the headlamps to oncoming traffic.

The Insurance Institute for Highway Safety (IIHS) is a well-known organization that conducts supplemental testing to evaluate certain aspects of vehicle performance. As a result of such testing, Kia and IIHS have determined that improvements could be made to adjust the headlamp aim to improve the focus and reduce glare from the headlamps to oncoming traffic.

**What Should You Do**

Please make certain the appropriate personnel in your dealership are familiar with the details of this Product Improvement Campaign to ensure proper responses to customer inquiries and requests to have the campaign performed on their vehicles. Kia will notify owners on **January 31, 2020**.

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 product improvement 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 & Service Manager.

Sincerely,

Kia Service Department

Enclosures