



**Kia Motors America, Inc.**

**Corporate Headquarters**

111 Peters Canyon Road, Irvine, CA 92606-1790 USA

**PRODUCT IMPROVEMENT CAMPAIGN  
2020 MY TELLURIDE LED HEADLAMPS**

January 31, 2020

Dear Kia Telluride Owner:

Kia Motors America, Inc. is conducting a Product Improvement Campaign to adjust the headlamp aim in certain 2020 MY Telluride vehicles to more precisely focus your headlamps on the correct position on the roadway and reduce the glare from your vehicle's headlamps to oncoming traffic. The adjustment will be done free of charge.

**Why is Kia Conducting This Product Improvement Campaign?**

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 headlamp aim on your vehicle which will improve the focus and reduce glare from the headlamps to oncoming traffic.

**What Will Kia Do?**

- At no cost to you, Kia will adjust the aim of your vehicle's headlamps.

**What Should You Do?**

- Please contact your Kia dealership to have the headlamps on your vehicle adjusted. The estimated time to perform the headlamp aiming adjustment is approximately one (1) hour, depending on your dealer's schedule. We recommend that you contact your local Kia dealer to schedule a service appointment by phone or online to minimize inconvenience.
- To find your nearest dealer, visit [www.kia.com](http://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*):



**Have You Changed Your Address or Sold Your Kia?**

- If you have changed your home address, sold your Kia vehicle, or no longer own your vehicle, please complete the enclosed prepaid "Change of Address/Ownership" card and mail it to us.

**What If You Have Other Questions?**

- Should you have any questions regarding this Product Improvement Campaign or your dealer does not respond to your service request in a timely manner, we suggest that you contact Kia's Consumer Assistance Center at 1-800-333-4542 (Monday through Friday, 5AM to 6PM, Pacific Standard Time), or through the owner's section of [www.kia.com](http://www.kia.com).

Please accept our apologies for any inconvenience this matter may cause you.

Sincerely,

Consumer Affairs Department

**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.**