QUESTIONS AND ANSWERS
2020 MY KIA TELLURIDE LED HEADLAMP ADJUSTMENT
PRODUCT IMPROVEMENT CAMPAIGN – PI2001

January 28, 2020

Q1. What sort of campaign is Kia conducting?

A1. 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

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Q2. What vehicles are affected by this campaign?

A2. Certain 2020 MY Telluride vehicles, manufactured from September 9, 2019 through December 14, 2019.

Q3. Why is Kia conducting a Product Improvement Campaign?

A3. 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 which will improve the focus and reduce glare from the headlamps to oncoming traffic.

Q4. Can you describe the Product Improvement Campaign fix?

A4. Kia has instructed its authorized Kia dealers to perform the headlamp aim adjustment on the LED headlamps at no cost to the customer.

Q5. Will this cost vehicle owners any money?

A5. No. It will not cost the customer any money to have the Product Improvement Campaign performed.

Q6. How long will the repair take?

A6. The time it takes to perform the adjustment is approximately one (1) hour, however the time can vary depending upon the dealer's work schedule, therefore, an appointment is recommended.

Q7. How will owners of the affected vehicles be notified?

A7. Kia will be notifying owners of the affected vehicles by first-class mail beginning on January 31, 2020.

Q8. Where were the vehicles produced?

A8. The affected vehicles were produced at a Kia assembly plant in the United States.

Q9. How many vehicles are included?

*A9. Approximately **5,842** vehicles are included in this campaign.*

Q10. Are there any restrictions on an owner's eligibility?

A10. No.

Q11. If a customer has an immediate question, where can they get further information?

A11. Customers can contact their local Kia dealership or call Kia's Consumer Assistance Center at 1-800-333-4542 (Monday through Friday, 5AM to 6PM, Pacific Standard Time), or contact us via the Owner's Section of www.kia.com.