



July 28, 2020

Attention: All Kia Parts and Service Managers

Kia Motors America, Inc. is conducting a Voluntary Emissions Service Campaign to install an Auxiliary Canister Kit to improve evaporative system performance on certain 2011-2015 MY Kia Optima vehicles equipped with the 2.4-liter engine manufactured from August 12, 2010 through July 23, 2015.

Kia has become aware of some 2011-2015 Optima vehicles that may have been produced with evaporative canisters that can cause the vehicle to release air pollutants, which exceed Federal and California emissions standards.

The Technical Service Bulletin that provides vehicle repair procedures, affected VIN production range, and warranty claim information will be posted on the Kia Global Information System (KGIS) at www.kiatechinfo.com the week of July 28, 2020.

Enclosed you will find a copy of the owner notification letter and a Q&A Guide for campaign questions, both of which describe the issue. A list of retail Kia Optima owners affected by this campaign can be accessed on WEBDCS after the date of the owner notification. **The owner notification will be mailed on July 31, 2020.**

Please start performing the repairs on any affected 2011-2015 MY Kia Optima vehicles equipped with the 2.4-liter engine currently in your inventory to ensure that the vehicle complies with evaporation gas regulations prior to selling the vehicle to a retail customer.

For California Dealers ONLY

- The State of California has implemented the Registration Renew/Tie-In Program that requires the completion of Emission campaigns prior to vehicle registration renewal.
- Be sure to provide a completely filled out Proof of Correction ("POC") Card (Sample attached) to each owner upon completion of the campaign for owner use as proof of completion during registration renewal. It is also required to affix a Campaign Completion Label ("Label") (Sample attached) under the hood of the vehicle. Instructions for filling out this POC card and Label can be found in the TSB. Additional POC Cards and Labels can be ordered through the PDC. Refer to the TSB for part numbers.

For Connecticut, Delaware, Maine, Maryland, Massachusetts, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Vermont, and Washington dealers ONLY:

- The above-named states require that a completely filled out Proof of Correction Card ("POC") (Sample attached) be provided to each owner for use, if requested, at vehicle registration renewal. Instructions for filling out this POC Card can be found in the TSB. It is also required to affix a Label (Sample attached) under the hood of the vehicle. Refer to the TSB for part numbers.

Please make certain the appropriate personnel in your dealership are familiar with the details of this campaign to ensure proper responses to customer inquiries and request to have the campaign performed on their 2011-2015 MY Optima vehicles.

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 voluntary emissions recall campaign, and for no other purpose

Your prompt attention in completing this campaign is appreciated. If you have any questions, please contact your Kia District Parts & Service Manager.

Sincerely,

Kia Service Department