




July 8, 2021

ATTENTION: ALL DEALER PRINCIPALS

Kia America, Inc., is conducting a Product Improvement Campaign to perform a software update to the Engine Control Unit (ECU) to protect the engine from excessive connecting rod bearing damage on 2014-2016 MY Kia Optima Hybrid vehicles equipped with 2.4-liter MPI engines, manufactured from December 11, 2013 through July 22, 2015.

Kia has developed a Knock Sensor Detection System (KSDS) that detects vibrations indicating the onset of excessive connecting rod bearing wear. The KSDS is designed to alert the driver at an early stage of bearing wear before the occurrence of severe engine damage, including engine failure. If vibrations caused by bearing wear start to occur, the Malfunction Indicator Lamp (MIL)  will blink continuously, and the vehicle will be placed into Limp Home Mode.

What Will Kia Do?

Kia will perform the software update on the Engine Control Unit ("ECU") to protect the engine from excessive connecting rod bearing damage. Upon completion of the KSDS software update, Kia will warrant any engine long block assembly repairs needed due to connecting rod bearing damage for 15 years/150,000 miles starting from the date the vehicle was first put into service, whichever occurs first, for both new and used vehicle owners.

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 **July 13, 2021**.

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 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 safety recall campaign, and for no other purpose.

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

Sincerely,

Kia Service Department

Enclosures