



ENGINE CONTROL UNIT (ECU) SOFTWARE UPDATE - KSDS
PRODUCT IMPROVEMENT CAMPAIGN - PI2104

Q & A

July 8, 2021

Q1. What sort of campaign is Kia conducting?

A1. *Kia America, Inc. is conducting a Product Improvement Campaign to update the software for the Engine Control Unit (ECU) to protect the engine from excessive connecting rod bearing damage.*

Q2. What vehicles are affected by this campaign?

A2. *2014-2016 MY Kia Optima Hybrid vehicles equipped with 2.4-liter MPI engines, manufactured from December 11, 2013 through July 22, 2015.*

Q3. Why is Kia conducting a Product Improvement Campaign?

A3. *Kia has developed 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.*

Q4. Can you describe the Product Improvement Campaign?

A4. *Kia has instructed its authorized Kia dealers to 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 first date of service, whichever occurs first, for both new and used vehicle owners.*

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 update take?

A6. *The time it takes to perform the update 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 on **July 13, 2021.***

Q8. Where were the vehicles produced?

A8. *The affected vehicles were produced at the Kia assembly plant in Korea.*

Q9. How many vehicles are included?

A9. *Approximately 26,053 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. *They 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 Time), or contact us via the Owner's Section of www.kia.com.*