



Kia America, Inc.

Corporate Headquarters

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

IMPORTANT ANTI-THEFT SOFTWARE UPGRADE AVAILABLE ON YOUR VEHICLE AT NO COST

(Insert VIN)

February 28, 2023

Dear Kia Sportage Vehicle Owner:

To address recent social media “challenges” encouraging young people to break-in and steal certain Kia vehicles with steel key and “turn-to-start” ignition systems, Kia recently sent you a letter advising that we have developed a software upgrade that can be installed on your vehicle free of charge to restrict operation of the vehicle’s ignition system should your locked vehicle be the subject of a break-in and theft attempt without the key.

Unfortunately, that letter was sent to you in error. Our records indicate that **your vehicle IS equipped with an electronic engine immobilizer** and is NOT equipped with a steel key and “turn-to-start” ignition system. An engine immobilizer is an electronic vehicle security device that prevents the engine from being started unless the correct key is present. Since your vehicle is equipped with an engine immobilizer, it is not one of the vehicles targeted for theft by the social media challenge and does not require a software upgrade. As a result, you may disregard that letter.

We note that Information about the function of the electronic engine immobilizer is included in your vehicle’s Owner’s Manual.

We apologize for the inconvenience that this miscommunication may have caused. If you have any questions regarding this or any other issue involving your Kia vehicle, you may contact the Kia Customer Care Team online at kia.com (Owners>Contact Us) or via phone at 800.333.4Kia (4542).

Sincerely,

Customer Care Department