



Kia America, Inc.
Corporate Headquarters
111 Peters Canyon Road, Irvine, CA 92606-1790 USA

IMPORTANT STEERING WHEEL LOCKING DEVICE OFFER AVAILABLE TO YOU AT NO COST

(Insert VIN)

March 20, 2023

Dear Kia Soul Vehicle Owner:

Offer Code: XXXXXXXX

You may be aware of media reports regarding risky social media “challenges” that encourage young people to break-in and steal certain Kia vehicles. These challenges target Kia vehicles equipped with a steel key and “turn-to-start” ignition system. In response to this new phenomenon of online theft promotion, we began taking steps to try to address this criminal activity by providing steering wheel lock devices to interested local law enforcement agencies in certain affected areas, to be distributed to concerned Kia owners at no cost.

Our records indicate you may own or lease a potentially affected vehicle, and we are reaching out to let you know we are **now making steering wheel lock devices available directly to certain Kia vehicle owners**. These devices can help deter a theft attempt. We are making this device available to you free of charge and will ship it directly to you if you **place your order by OCTOBER 1, 2024**, subject to available supplies.

What Should You Do?

You may submit your request for a free steering wheel lock device online at <https://ksupport.kiausa.com/ConsumerAffairs/SWLD>. You can also use the QR code below with your mobile device to access this link (see the bottom of this letter for more information about QR code use):



You will be required to provide:

- The Vehicle Identification Number identified in this letter, as well as the Offer Code in the upper right corner
- Your name and the address where you want the steering wheel lock device shipped to

Only one device will be available per eligible vehicle and orders must be placed on or before OCTOBER 1, 2024.

Upon receiving your order, the steering wheel lock device will be shipped directly to you for self-installation. You should receive your steering wheel lock device within 14 days following order placement, but delivery times can be affected by supply availability and weather conditions affecting shipping.

If you require additional assistance, please feel free to reach out to the Kia Customer Care Team online at kia.com (Owners>Contact Us) or via phone at 800.333.4Kia (4542).

Sincerely,
Customer Care Department

QR Code Use:

- A QR Code is a square, 2-dimensional barcode that can be read by mobile devices loaded with an appropriate barcode or QR Code Reader App. The app reads the barcode image and then launches/uploads the specific information the code contains, such as URLs, text, photos, videos.
- With a mobile device, **download a QR Code Reader App**. With many devices, you can do this through an app store or marketplace.
- **Open the QR Code Reader App on your mobile device. The app will utilize your device's camera.** Center the code in the camera viewing area. With some apps, the URL or other information will automatically load when the code is recognized. For others, you may have to snap or take a picture of the QR code. Refer to the QR Reader Code App instructions.